7/1/38

STACKS

BROADCASTING

Broadcast Advertising

Vol. 15 • No. 1

WASHINGTON, D. C.
JULY 1, 1938

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in Fe...

SCHOOL OF BUSINESS ADMINISTRATION
Miami
University

A Timely Tip to

AGENTS

which may be read with benefit by all national radio advertisers . . .

Ask any old WOR advertiser (and not so old either) whether he remembers WOR's effectiveness mid-depression. A reminiscent light will kindle in his eyes. It is something like the light through a glass of Haute Barsac held to the sun . . . mellow, lambent, amiable. A *rare* twinkle.

Yes. He recalls. It was between '30 and '33 that WOR began saying, "Keep a headlock hold on the WOR market by using WOR. Neglect the WOR market and you may as well prepare to steal desertward with a tent . . . if you can afford a tent." Or words to that effect.

The warning again applies.

You see, a market that delivers the 1st and 3rd greatest buying bazaars in this country and 14 cities of 100,000 people each, in a territory where 94% of all homes own radios, just *can't* be subject to shifting sales quotas, territorial cuts and spliced allocations. Good times or bad, it remains the guts of your business. Even the professional economists agree with this.

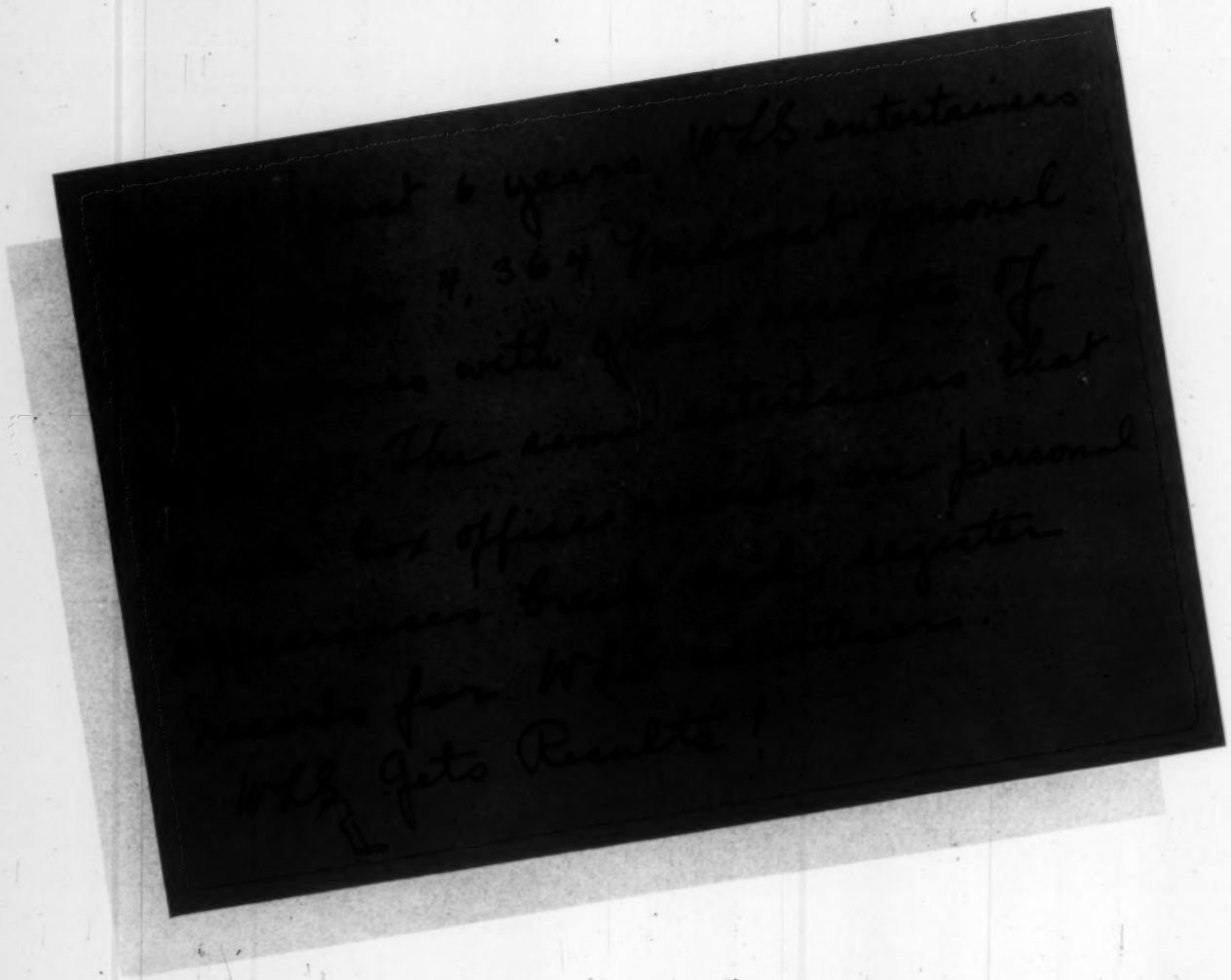
Use WOR *now* . . . though you may not be spending one Lincoln penny for anything else!

We make this suggestion based on long experience as the station which probably sells more goods . . . for more national advertisers and their agents . . . than any other: a station which has contributed more wampum to the wallets of more agents (and advertisers) than any other in America . . . by means of more sales at less-cost-per-dollar.

WOR

XUM

A Million and a Half-DOLLARS!!



WLS

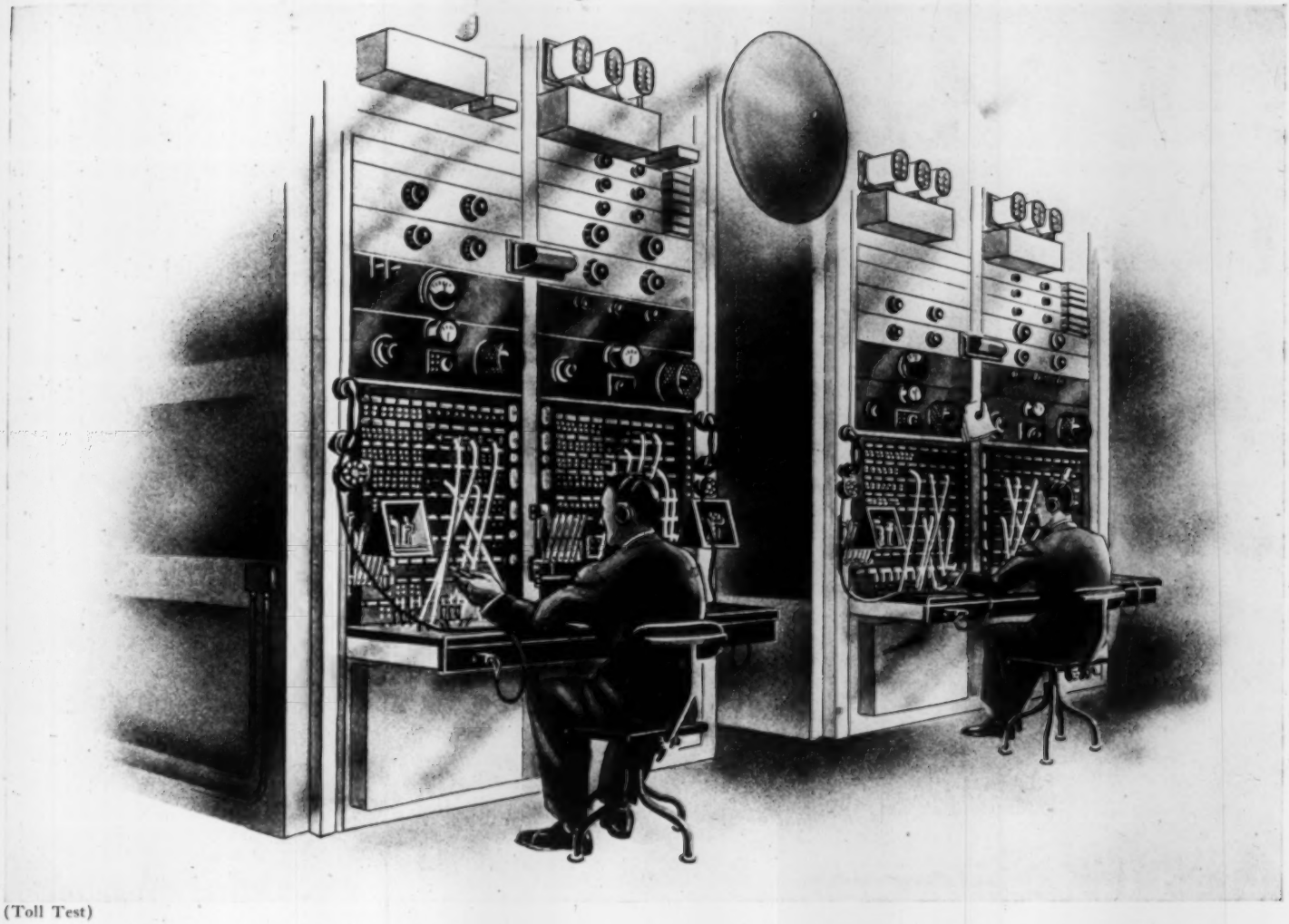
THE PRAIRIE FARMER STATION, *Chicago*

Burridge D. Butler, *President* Glenn Snyder, *Manager*

National Representatives:

INTERNATIONAL RADIO SALES

Chicago, New York, Detroit,
Los Angeles, San Francisco



(Toll Test)

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport, New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WLLH	Lowell, Lawrence
WLNH	Laconia
WRDO	Augusta

Connecting All New England Markets

THOUGH widely separated geographically, the many markets of New England can be connected instantaneously, economically and effectively through the extensive facilities of The Yankee Network.

Fifteen stations comprise this New England-dominating group—each station situated in the urban shopping center of a major trading area. Together they provide complete, sales-producing coverage of the entire New England market.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

It's Tough—

FINDING THOSE

GOOD MARKETS

FOR THAT

FALL SCHEDULE

But here's a bright spot---

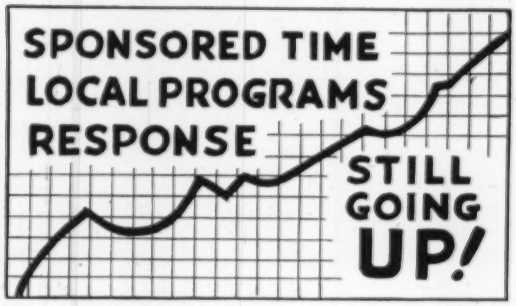
THE MARKET

SAN ANTONIO

TEXAS

THE STATION

KTSA FULL CBS SCHEDULE



PLUS THE BEST COVERAGE
OF SOUTH TEXAS (*including the rich Rio Grande Valley*)

THE SEAL OF SUPREMACY

NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • DETROIT • LOS ANGELES

KTSA

"5000 WATTS DOING A 50,000 WATT JOB"

WHY?

550 kc

Take the case of soap

THE CASE OF SOAP AND RADIO

$2,300,000 in 1934

$4,200,000 in 1935

$6,100,000 in 1936

$8,500,000 in 1937

and $5,500,000 IN FIRST HALF OF 1938

SOAP! Two hundred million hands in the nation reach for it daily. Every bathroom, every kitchen is its market. Yet, selling America a "name" soap calls for the shrewdest advertising strategy. The sales add up in millions. But profits come in pennies.

So, selling America a "name" soap is *more* and *more* radio's job. Because radio *likes* tough jobs! The yearly increase in millions of dollars, invested by the three major soap companies in radio network time, leaped from $2,300,000 to $8,500,000 in four years. And to $5,500,000 for the first half of '38: an increased use of radio, when advertising *had* to be good!

Obviously, the Big Three have found a swift, sure way to reach *more* people—*more* often. But to take the case of soap alone is not enough.

More advertisers invested more money for radio network time last year *than ever before*. And they invested more for Columbia Network facilities than for any other network in any previous year of radio. They have discovered that the world's largest network reaches *more* people *more* often. May we give you the details?

The Columbia Broadcasting System

Soap Sculpture by Lester Gaba

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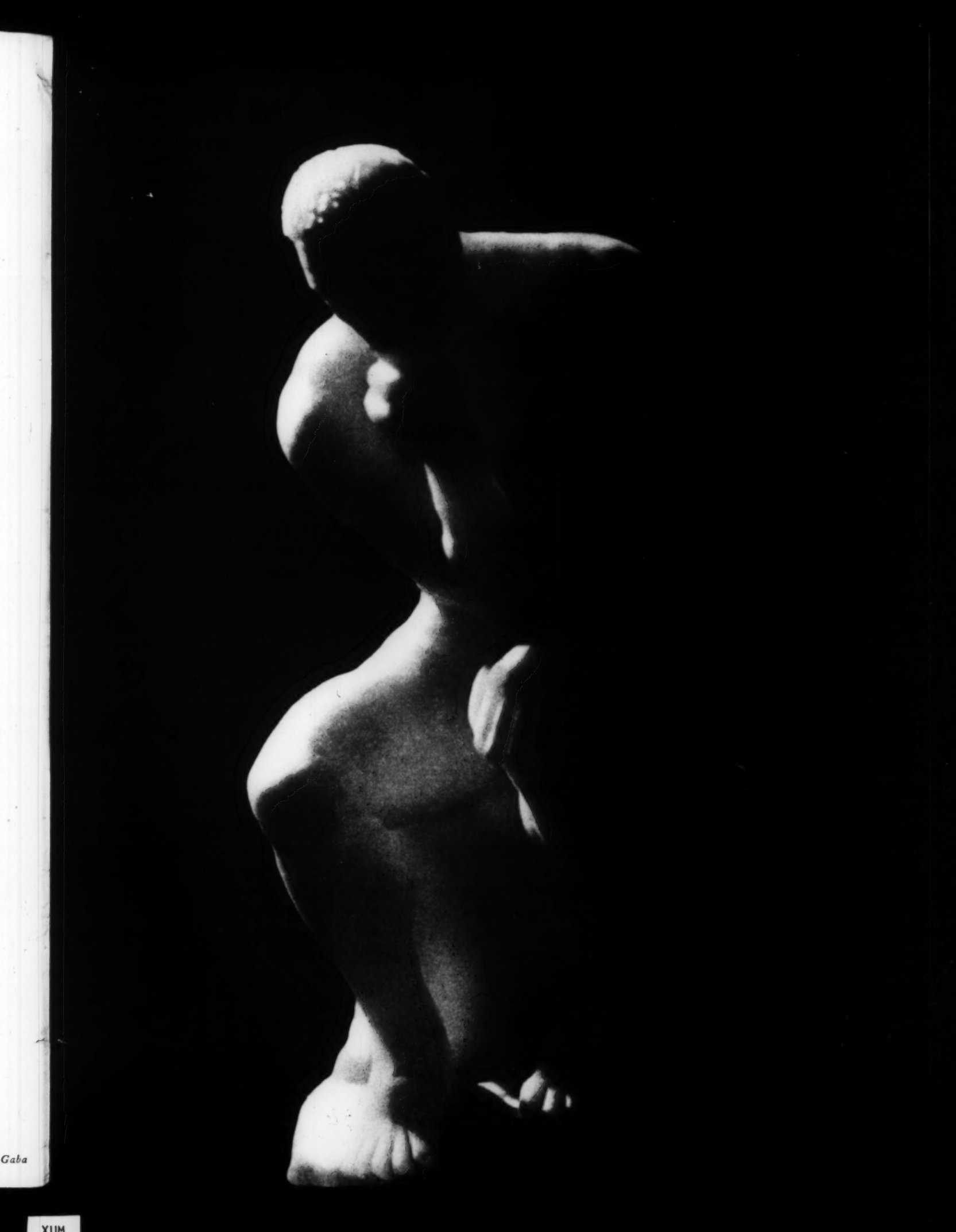
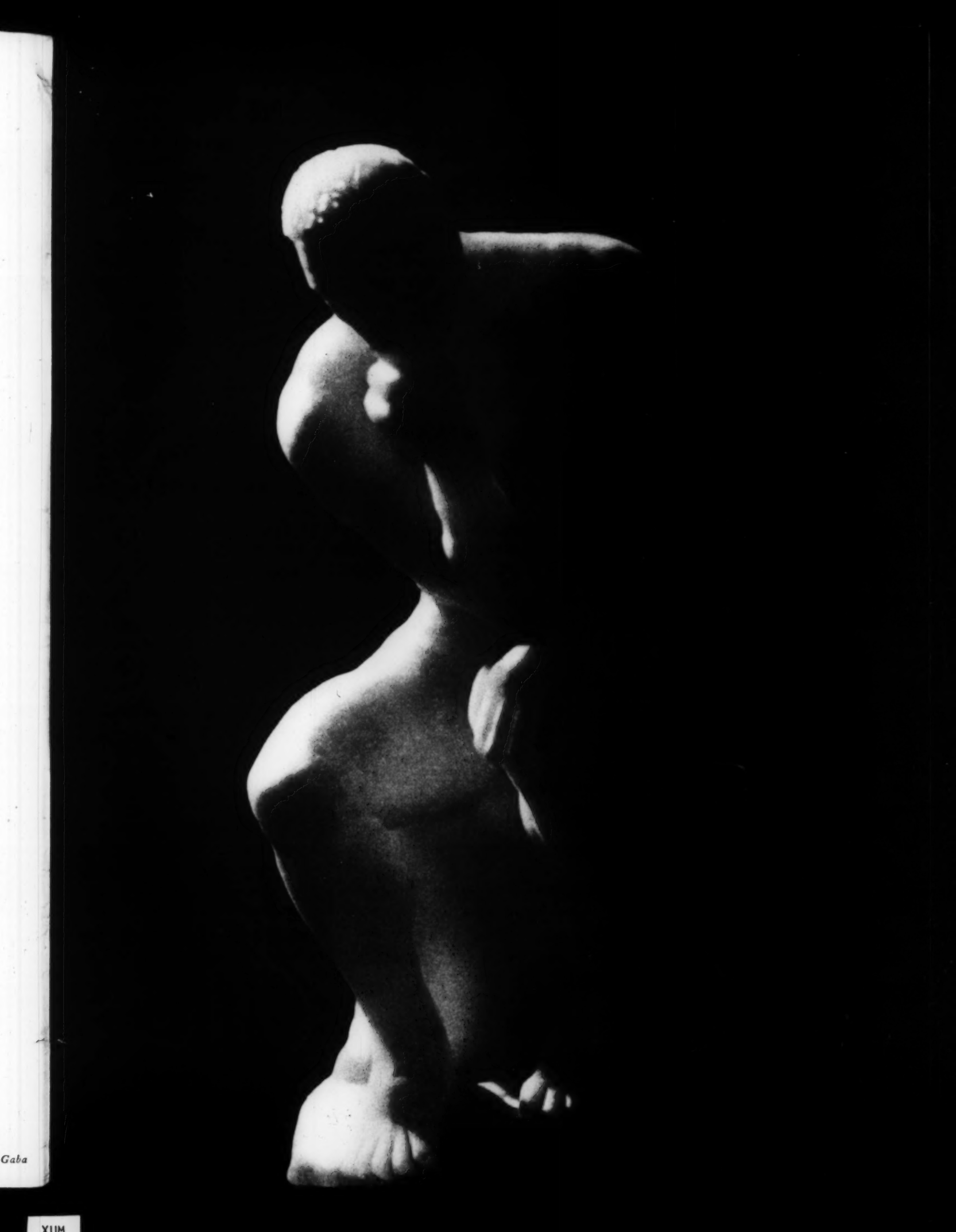


Gaba



Gaba

The case of soap - on* CBS

In 1936, 1937 and in 1938, Columbia has carried a greater dollar-volume of radio advertising for the soap industry than any other major network.

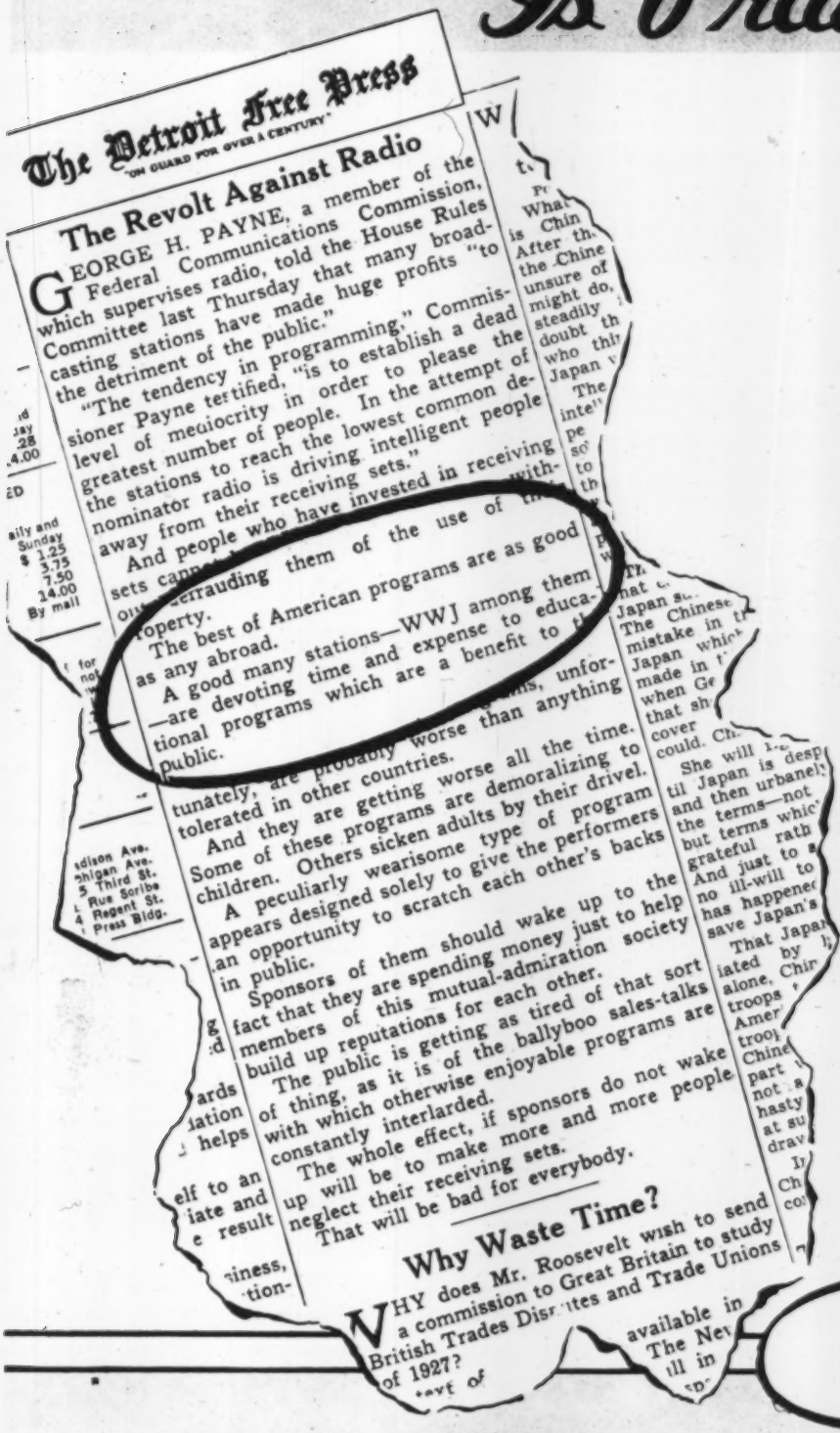
Columbia was given this record—and is picked, year after year, by more of the largest advertisers than use any other network—because the Columbia Network delivers *more* listeners—*more* often. Because there *is* a significant difference in networks.

May we give you the facts?

COLUMBIA BROADCASTING SYSTEM

* To be more accurate, it's not *one* case of soap but roughly one *billion* bars and packages of soap which have been sold on CBS since 1936.

Praise from a Competitor Is Praise Indeed



The Detroit Free Press

"ON GUARD FOR OVER A CENTURY"

The Revolt Against Radio

GEORGE H. PAYNE, a member of the Federal Communications Commission, which supervises radio, told the House Rules Committee last Thursday that many broadcasting stations have made huge profits "to the detriment of the public."

"The tendency in programming," Commissioner Payne testified, "is to establish a dead level of mediocrity in order to please the greatest number of people. In the attempt of the stations to reach the lowest common denominator radio is driving intelligent people away from their receiving sets."

And people who have invested in receiving sets cannot be defrauding them of the use of their property.

The best of American programs are as good as any abroad.

A good many stations—WWJ among them—are devoting time and expense to educational programs which are a benefit to the public.

unfortunately, are probably worse than anything tolerated in other countries.

And they are getting worse all the time. Some of these programs are demoralizing to children. Others sicken adults by their drivel.

A peculiarly wearisome type of program appears designed solely to give the performers an opportunity to scratch each other's backs in public.

Sponsors of them should wake up to the fact that they are spending money just to help build up reputations for each other.

The public is getting as tired of that sort of thing, as it is of the ballyboo sales-talks with which otherwise enjoyable programs are constantly interlarded.

The whole effect, if sponsors do not wake up will be to make more and more people neglect their receiving sets.

That will be bad for everybody.

Why Waste Time?

WHY does Mr. Roosevelt wish to send a commission to Great Britain to study British Trades Disputes and Trade Unions of 1927?

A Contemporary Comments on WWJ's— The Detroit News— Educational Programs

WWJ is proud to have been the subject of such complimentary comment as appeared in the editorial reproduced here. Particularly, is it pleasing to know that so distinguished a competitor as The Detroit Free Press, too, recognizes and approves what this station has accomplished in its unceasing efforts since it first began regular program broadcasting in August of 1920. WWJ, pioneer radio station of America, has striven always to give listeners the best that radio has to offer.

WWJ

National Representatives:
George P. Hollingbery Company
New York : Chicago : Detroit : Kansas City
San Francisco : Jacksonville

America's Pioneer Broadcasting Station
Member NBC Basic Red Network

Owned and Operated by The Detroit News

So what!

there are lots of stations with 5000 watts . . .

We've a warm spot in our heart for you time buyers with a touch of Missouri in your make-up.

Just because we have stepped up to 5000 watts (making us Cleveland's second most powerful station) we don't expect you to do handsprings. But, with this extra power punch, plus programs we have readied for sponsorship via the sustaining build-up, plus new and different merchandising assistance which puts trade associations and retail dealers right behind your radio program . . . well mister, we know we are ready for you and the rest of the boys who want to be shown.

And when shall we drop in?

★ ★ ★

P. S. — *Inside tip!* Next month, a certain magazine releases the findings of a certain national survey organization, based on interviews with 200 leading advertising agency executives. Figures will prove *Cleveland leads the entire country as the ideal test market!*

wgar

CLEVELAND'S FRIENDLY STATION

John F. Patt, Vice-Pres., and Gen. Mgr.
Edward Petry & Co., Inc., Nat'l Repr's

5000 watts . . . plus tested programs . . . plus merchandising aid . . .

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 1 WASHINGTON, D. C., JULY 1, 1938 $3.00 A YEAR—15c A COPY

Broadcast Industry Pays Highest Wages

By SOL TAISHOFF

Government Surveys Show That $45.12 Average for the 17,000 Full-Time Employes Tops All Other Trades

RADIO broadcasting ranks in first place among all American industries with the highest average weekly pay—$45.12—for its some 17,000 full-time station employes.

This was revealed by the Bureau of Labor Statistics of the U. S. Department of Labor upon inquiry from BROADCASTING following announcement June 22 by the FCC of the results of its employment questionnaire survey covering the industry. The survey covered 626 responses embracing a total of 631 stations in all power categories. It disclosed that during the week which began March 6, 1938, there were 17,085 full-time employes of stations, including executives, with the weekly average payroll figure at $45.12. There were, in addition, 5,820 part-time paid employes who had average weekly earnings of $18.97.

If the week is judged as a typical one for the industry, aggregate payrolls for the year would amount to approximately $45,825,000. This figure, when checked against the 1937 financial statement for the industry prepared by the FCC [BROADCASTING, June 15] reveals that substantially more than half of broadcast station income (56%) is expended in payrolls. The FCC income tables showed 624 reporting commercial stations during 1937 had net sales of $81,649,718, and net income of $15,412,128.

Ahead of Film Industry

According to the Bureau of Labor Statistics, the motion picture industry ranks next to broadcasting, based on its reports. Incomplete reports for March, 1938, the Bureau said, showed that 10,817 employes in Hollywood and New York received $447,206, or an average of $41.33 per week. Also covering corresponding periods for the month of March were figures for the stock brokerage industry, which showed average weekly wages of $34.47, the insurance industry with $34.17, the durable goods industries including automotive which ran $29.95, and a general average for all manufacturing industries of $22.46.

The FCC analysis was based on questionnaires sent to stations in connection with current inquiries being undertaken by the Commission respecting its new rules and regulations and its chain-monopoly study. These have been made public piecemeal during the last several weeks. Three major studies were undertaken—financial breakdowns [BROADCASTING, June 15] program breakdowns and employment [see tables in this issue].

The FCC figures do not cover network employes as such. Owned and operated stations, however, are included. Official figures are not available for the networks but it is roughly estimated that NBC and CBS on a full-time basis employ at least 2,000 more persons, with their pay scales probably above the general average by virtue of major market living costs. Practically all network employes are concentrated in New York, Chicago and Los Angeles.

The employment study showed that the average pay of general managerial employes at the stations covered was $115.70 per week whereas part-time executives in those capacities received $69.46 per week on the average. Technical heads (chief engineers) received an average of $62.35 weekly on a full-time basis; program directors, $62.12; commercial managers, $90.09; publicity, $59.89.

Technicians' Wages

Technical employes engaged in research and development received average pay of $48.45 weekly, operators $42.22, and miscellaneous technical employes $23.53.

In the program departments, production men had an average weekly pay of $45.72; writers, $35.68; announcers, $34.40; staff musicians, $58.74; staff artists, $34.36, and miscellaneous program employes $35.

Outside salesmen averaged

Functional Employment and Payroll Data of Stations

FCC Table 35: Covering Week of March 6, 1938

Class of employee	Number Employed: Full time Paid	Full time Not paid	Part time Paid	Part time Not paid	Weekly Pay Roll: Full-time paid	Full-time Average weekly pay	Part-time pay	Part-time Average weekly pay
I. Executives:								
General managerial	671	30	142	19	$77,639	$115.70	$9,857	$69.46
Technical	373	4	33	6	23,247	62.35	709	21.72
Program	349	..	16	2	21,649	62.12	375	22.87
Commercial	289	6	13	..	26,055	90.09	659	51.09
Publicity	88	1	14	1	5,294	59.89	406	29.74
Miscellaneous	9	..	..	..	1,672	185.78	..	..
Total	1,779	41	218	28	155,556	87.44	12,006	55.20
II. Employees:								
A. Technical:								
Research and development	307	..	28	1	14,880	48.45	376	13.67
Operating	2,869	7	243	5	121,134	42.22	3,100	12.76
Miscellaneous	17	..	1	..	400	23.53	21	21.00
Total	3,193	7	272	6	136,414	42.72	3,497	12.88
B. Program:								
Production	872	3	61	10	39,884	45.72	955	15.70
Writers	614	1	63	36	21,920	35.68	1,058	16.70
Announcers	1,890	12	293	14	65,011	34.40	3,352	11.43
Staff musicians	2,318	11	991	19	136,176	58.74	16,996	17.16
Other artists	684	1	2,849	300	23,504	34.36	58,303	20.46
Miscellaneous	547	..	285	112	19,132	35.00	4,023	14.12
Total	6,925	28	4,542	491	305,627	44.13	84,687	18.65
C. Commercial:								
Outside salesmen	1,276	52	149	8	64,742	50.75	3,526	23.59
Promotion and merchandising	250	7	27	1	12,251	48.90	721	27.21
Miscellaneous	96	..	..	..	2,951	30.74	..	..
Total	1,622	59	176	9	79,944	49.28	4,247	24.13
D. General and administration:								
Accounting	593	4	168	7	20,000	33.71	1,993	11.87
Clerical	839	2	92	1	18,628	22.20	748	8.14
Stenographic	1,015	2	87	2	23,240	22.90	994	11.44
Miscellaneous	964	2	265	..	23,988	24.90	2,244	8.44
Total	3,411	10	612	10	85,856	25.17	5,979	9.76
E. Miscellaneous	155	..	..	..	7,497	48.37	..	..
Total II	15,306	104	5,602	516	615,338	40.20	98,410	17.57
III. Grand total	17,085	145	5,820	544	$770,894	$45.12	$110,416	$18.97

Note A:—Of the 626 responses accounted for in this tabel, 5 cover 2 stations each. Thus the table actually embraces data for 631 stations
Note B:—Includes data for employees whose services at certain key stations include network and other operations.

$50.75 weekly; promotion and merchandising employes $48.90, and miscellaneous commercial employes $30.74.

Salaries in the general and administration classification, including accountants, clerical help and stenographers, were $33.71, $22.20 and $22.90 respectively.

In addition to a table (35) covering a summary of the responses on employment data, the FCC released two other tables dealing with employment. One of these (36) showed a breakdown of employes and payrolls in each classification according to broadcast regions and states. A third table (37) showed similar breakdowns by broadcast regions and metropolitan districts.

President Takes the Air Five Times in Fortnight

PRESIDENT ROOSEVELT had five radio broadcasts scheduled for the period of June 27 to July 8. On the first date he participated in the celebrations attending the arrival here of Crown Prince Gustaf Adolf of Sweden, who presented a monument to this country, erected at Wilmington, Del., where the Swedes and Finns landed here 300 years ago. Secretary Hull and the Crown Prince will speak as well. On June 30 the Chief Executive spoke twice from the New York World's Fair site, at 2-2:30 p. m. in his dedication of the Federal Bldg. there, and at 3-3:45, addressing the National Education Assn. at the Fair Stadium. These latter two, from the fair, were carried by WNYC, New York, in addition to CBS, NBC, and Mutual. On July 3 the President will appear at the second and last reunion of the Civil War veterans at Gettysburg, Pa., to dedicate the Eternal Light Peace Memorial there. On July 8 he will dedicate a monument at Marietta, O., marking the 150th anniversary of the opening of the Northwest Territory. All presidential broadcasts are scheduled to be heard on CBS, NBC, and Mutual networks.

Solid Political Booking

ALL South Carolina stations are booked solid from 7 to 10 p. m. the night of Aug. 29, preceeding the South Carolina Democratic primary as well as for one hour during the daytime. WIS, Columbia, S. C. arranged for and sold the time and the speeches of three Senatorial candidates and eight gubernatorial candidates will originate in WIS studios. WIS has also booked six weekly political programs through the month of August. Political aspirants are depending heavily on radio despite the unusual speaking itinerary which takes every candidate to each of the 46 county seats of the state.

ANDRE KOSTELANETZ, CBS conductor, has accepted an invitation from *Radio El Mundo*, of Buenos Aires, to appear in a series of broadcasts July 31, Aug 7 and Aug 14 during his vacation trip to South America with his recent bride, Lily Pons, Metropolitan Opera star. A large symphonic orchestra has been placed at the disposal of the CBS maestro. In addition to broadcast throughout South America, the Kostelanetz program will be short-waved to New York and rebroadcast over CBS.

28 New Stations Authorized Since Jan. 1, 1938

**Indicates Station Now on the Air*

ALASKA

KFAR, Fairbanks—CP issued to Midnight Sun Broadcasting Co. (224 out of 250 shares owned by A. E. Lathrop, president, publisher of *Fairbanks News-Miner* and operator of mining, real estate, stores, salmon packing, motion picture houses and other enterprises in Alaska); 1,000 watts on 610 kc.

ALABAMA

WCOV, Montgomery—CP issued to John S. Allen and G. W. Covington Jr., each owner of 25% of WHBB, Selma, Ala.; 100 watts daytime on 1210 kc.

ARIZONA

KWJB, Globe—CP issued to Sims Broadcasting Co., comprising Rev. William J. Sims, superintendent of Southern Methodist Hospital, Tucson; John W. Sims, his son, president of Sims Printing Co., Phoenix, and publisher of *Arizona Fez*, weekly political magazine; Bartley T. Sims, son, manager of station; 100 watts night and 250 watts day on 1210 kc.

KYCA, Prescott—CP issued to Southwest Broadcasting Co. (Albert Stetson, president; R. L. Webb, C. D. Rhodes, George Norman Hoffman, C. E. Lawrence); 100 watts night and 250 watts day on 1500 kc.

KGLU, Safford—CP issued to Gila Broadcasting Co.; president and chief stockholder is J. F. Long, theater owner; 100 watts night and 250 watts day on 1420 kc.

GEORGIA

WSAV, Savannah—CP issued to Arthur Lucas, operator of chain of Georgia theaters and part owner of WRDW, Augusta; 100 watts on 1310 kc.

ILLINOIS

WDAN, Danville—CP issued to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspapers); 250 watts daytime on 1500 kc.

*WGIL, Galesburg—Licensed to Galesburg Broadcasting Co. (chief owners are Howard A. Miller, manager, and the executives of the *Galesburg Register-Mail*); 250 watts daytime on 1500 kc.

KANSAS

KVAK, Atchison—CP issued to Carl Latenser, operator of music and home appliance stores in Atchison, Leavenworth and Fall City, Neb.; 100 watts daytime on 1420 kc.

MAINE

WCOU, Lewiston—CP issued to Twin City Broadcasting Co. (Jean B. Couture, Faust O. Couture, Valdor L. Couture and Bernard L. Howe, publishers of *Le Messager*, French language daily), 100 watts on 1210 kc.

MASSACHUSETTS

WOCB, Barnstable—CP issued to Cape Cod Broadcasting Co. (Harriett M. Alleman and Helen W. MacLellan, realtors); 100 watts night and 250 watts day on 1210 kc.

MICHIGAN

WHLS, Port Huron, CP issued to Port Huron Broadcasting Co. (Harmon LeRoy Stevens and father, Herman LeRoy Stevens, attorney); 250 watts daytime on 1370 kc.

MINNESOTA

KYSM, Mankato—Licensed to F. B. Clements & Co., a copartnership consisting of F. Braden Clements, auto dealer; Clara D. Clements, his wife; C. C. Clements, his brother; 100 watts night and 250 watts day on 1500 kc.

MISSISSIPPI

WSLI, Jackson—CP issued to Standard Life Insurance Company of the South; 100 watts night and 250 watts day on 1420 kc.

MONTANA

KRBM, Bozeman—CP issued to Roberts-McNab Co. (Arthur L. Roberts, R. B. McNab and A. J. Breitbach, hotel operators, also owners of KRMC, Jamestown, N. D.); 100 watts night and 250 watts day on 1420 kc.

NEW YORK

WENY, Elmira—CP issued to Elmira-Star Gazette Inc., publisher of *Elmira-Star-Gazette* and *Elmira Advertiser* (Gannett Newspapers); 250 watts daytime on 1200 kc.

OHIO

WFMJ, Youngstown—CP issued to William F. Maag, Jr., publisher of the *Youngstown Vindicator*; 100 watts daytime on 1420 kc.

OREGON

KBRK, Baker—CP issued to Louis P. Thornton, of Gresham, Ore., 100 watts night and 250 day on 1500 kc.

KBND, Bend—CP issued to the *Bend Bulletin* (Robert W. Sawyer, manager and editor, 64%; H. N. Fowler, publisher, 32%); 100 watts night and 250 watts day on 1310 kc.

PENNSYLVANIA

WKST, New Castle—CP issued to Keystone Broadcasting Co. (S. W. Townsend, Fred W. Danner, Herbert S. Kirk, A. W. Graham); 250 watts daytime on 1250 kc.

WPIC, Sharon—CP issued to Sharon Herald Broadcasting Co. (A. W. McDowell, publisher of *Sharon Herald*; John Fahnline Jr.; George E. Heiges); 250 watts daytime on 780 kc.

TEXAS

KRIC, Beaumont—CP issued to Beaumont Broadcasting Association (B. A. Steinhagen, former mayor, head of Comet Rice Mills, Beaumont; D. C. Proctor, wholesale druggist; T. N. Whitehurst, insurance man); 100 watts on 1420 kc.

*KDNT, Denton—Licensed to Harwell V. Shepard, local funeral director; 100 watts daytime on 1420 kc.

KROD, El Paso—CP issued to Dorrance D. Roderick, publisher of *El Paso Times*; 100 watts on 1500 kc. (Regranted original grant of 1936).

KSAM, Huntsville—CP issued to Sam Houston Broadcasting Association (Dr. C. N. Shaver, president of Sam Houston State Teachers College; W. Bryan Shaver, his son; H. G. Webster, banker); 100 watts daytime on 1500 kc.

*KPAB, Laredo—Licensed to M. M. Valentine, electrical engineer; 100 watts night and 250 watts day on 1500 kc.

UTAH

KVNU, Logan—CP issued to Cache Valley Broadcasting Co. (S. L. Billings, J. A. Reeder, J. M. Reeder, William P. Connor, Leo R. Jensen); 100 watts on 1500 kc.

WISCONSIN

WJMC, Rice Lake—CP issued to Walter H. McGenty, of Duluth, publisher of the farm journal *Stock & Dairy Farmer*; 100 watts daytime on 1210 kc.

P & G Signs Shows

PROCTER & GAMBLE Co., Cincinnati, has signed a five-year contract with Transamerican for a script show *Life Can Be Beautiful*, coauthored by Don Becker, Transamerican production head, and Carl Bixby. Transamerican will produce the program, to start on a network in the autumn. Product is undecided. Compton Adv., New York, is agency. Proctor & Gamble for Camay on July 4 starts transcriptions of *Pepper Young's Family* on five California Broadcasting System stations, Monday through Friday, 4:15-4:30 p.m. (PST), placed by Pedlar & Ryan, N. Y.

CBS Record Period

CBS reports the best six months in its history on the basis of preliminary data covering the first half of 1938, during which billings of more than $15,500,000 are shown. This figure marks an increase of 5% over 1937. An even better outlook is seen for the autumn with new business signed representing a gain of 175% over that signed at this time last year. New contracts totaling $2,500,000, not including renewals, have been signed with Campana Sales Co., Chesebrough Mfg. Co., Continental Baking Corp., International Silver Corp., Colgate-Palmolive-Peet Co.

Remote Chance Foreseen Of Radio Participation In Joint Monopoly Probe

LITTLE likelihood of broadcasting industry participation in the Administration monopoly investigation by a joint Congressional executive committee is seen at this time. On the committee will be Assistant Secretary of Commerce Richard C. Patterson Jr., who for three years was executive vice-president of NBC.

It is anticipated that aspects of patent licensing arrangements in the telephone and radio set manufacturing industries probably will be scrutinized by the committee of which Senator O'Mahoney (D-Wyo.) is chairman. Allegations of monopoly in broadcasting, repeatedly made in Congress, are not expected to fall within the scope of the inquiry. The FCC now is working on preliminary plans for its own study of "chain-monopoly" matters with the objective of devising possible legislative recommendations for the next session of Congress.

On the joint committee are Senators O'Mahoney; King (D-Utah); Borah (R-Idaho), and Representatives Summers (D-Tex.); Eicher (D-Iowa), and Reece (R-Tenn.). Executive department members, in addition to Mr. Patterson, are Assistant Attorney General Thurman Arnold; Isador Lubin, director of the Bureau of Labor Statistics, SEC Chairman William Douglas, and SEC Commissioner Jerome Frank, alternating, and Federal Trade Commissioner Garland S. Ferguson.

AGRAP Renews Pacts; To Seek More Contracts

AMERICAN Guild of Radio Actors & Producers, independent union, has negotiated renewals of contracts with two stations—WMCA, New York, and WJSV, Washington. First Guild contract with WMCA expired last December and announcers at the station have been working under an extension until the new contract, which calls for a $5 weekly increase in the minimum wage and an average 16% wage increase, could be concluded. New WMCA contract runs for one year, but may be terminated by either party in December of this year if found unsatisfactory. The WJSV contract, also for one year, calls for a 10% blanket increase effective July 1, the previous contract expiring June 30.

Gerald Dickler, AGRAP attorney, who represented the union in its negotiations with both stations, told BROADCASTING that the summer would be largely occupied with securing renewals of contracts now in force, but that an active organizing drive would begin in the fall. Organization activities have been slight during the past few months while union was engaged in determining whether to maintain its independence or to become affiliated with either the AFL or CIO radio organizations, finally choosing to keep its independent status.

WHEELING STEEL Corp., Wheeling, on Sept. 11 resumes *Wheeling Steelmakers* on 17 Mutual Network stations, Sundays, 5-5:30 p. m. Critchfield & Co., Chicago, has the account.

McNinch Hints FCC Shakeup As President Reappoints Case

Chairman Dispels Reports He Will Leave FCC; Plans to Draft Legislative Program

REAPPOINTMENT OF former Gov. Norman S. Case of Rhode Island as a Republican member of the FCC was announced June 30 by President Roosevelt at his summer White House, Hyde Park, N. Y.

The appointment, on a recess basis until the next session of Congress convenes in January, sets at rest—for the present in any event—reports of possible shifts on the FCC affecting its membership. Gov. Case, named to the original Commission in 1934, for a four-year term, is expected to be nominated for a new term of seven years, dating back to July 1, 1938, by the President when the next Congress convenes.

He is serving as chairman of the so-called "superpower" committee and has presided over the month-long hearings which began June 6 dealing with proposed new rules and regulations preparatory to reallocating broadcasting facilities under the Havana Treaty.

Coincident with the reappointment, it became increasingly evident that FCC Chairman Frank R. McNinch has in mind important, if not sweeping changes in FCC personnel, organization and procedure. The chairman was to leave July 1 for a two-week rest and vacation. Since he assumed the FCC helm last fall, he has worked practically without respite.

Ponders Legislation

Constantly recurring reports that the Chairman would retire from his FCC post and perhaps return to the Federal Power Commission also have been dispelled. The chairman informed BROADCASTING June 29 it was his intention to remain indefinitely with the FCC and that it was his purpose to draft legislative recommendations for the next session of Congress dealing with all phases of FCC activity and based upon inquiries into the broadcast structure now being conducted.

Chairman McNinch served notice of impending changes in the FCC alignment without forewarning June 25 in an address before the Atlantic Division of the American Radio Relay League, meeting in Washington. He said it was his judgment that, in order that the Commission may function most effectively, "there are changes that should be made in procedure and the efficiency of the staff personnel as a whole increased."

While the chairman asserted these matters would be attended to "in due time", it is known he has been giving much thought to the FCC's internal problems. Major criticism has been leveled against the law department of the Commission, and its examining and press departments also have been subjected to unfavorable comment. Dissension among the Commissioners, of course, has been responsible for most FCC troubles.

Chairman McNinch told his audience that many of these changes "can best be made during the approaching summer and early fall because readjustments can now be made with less interference with the Commission's business than at any other time of the year." The chairman prefaced his observations on renovation of the Commission with an attack upon those who have directed what he characterized as "a deliberate compaign of propaganda by innuendo and misrepresentation." He said he would be "neither frank nor realistic" if he did not admit that this campaign has had some effect upon the public mind.

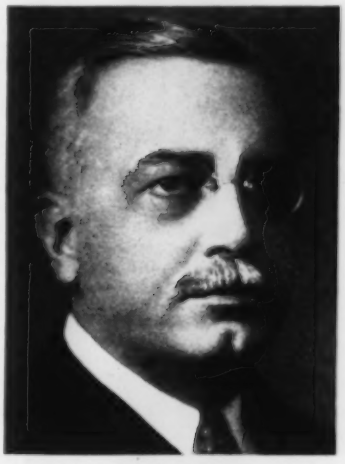
"However," he continued, "these attacks were unavailing in Washington where the facts could be known, for only 10 days ago the House of Representatives defeated a resolution promoted by those who wanted an investigation of the Commission. The overwhelming defeat of that measure was a vote of confidence by the House of Representatives of which I am justly proud. I regard that vote, however, as a vote of confidence which carried with it a solemn mandate that the Commission should proceed in the orderly, fair, impartial and courageous administration of the Communications Act. I have set myself to that very task and it is going to be done and done to the satisfaction of every fair-minded person.

"When President Roosevelt asked me to leave my work as chairman of the Federal Power Commission for a season and become chairman of the Federal Communications Commission to assist in the work here, I dedicated myself completely to what appeared to me to be a great public service to which I had been called. I am going to carry through this job without fear or favor and with the public interest as my guiding star."

Case Reappointment

Gov. Case's reappointment was not unexpected, despite rumors prior to its announcement. He was appointed to the original Commission in July, 1934, by President Roosevelt, an old-time personal friend and colleague. Gov. Case was chief executive of Rhode Island when Mr. Roosevelt was Governor of New York, and they were well acquainted in gubernatorial councils. He was chairman of the executive committee of the Governor's Conference of the United States, of which Mr. Roosevelt was a member. He served originally as vice-chairman of the telephone division of the FCC but was named vice-chairman of the broadcast division in 1935, serving in that capacity until Chairman McNinch abolished the division form of operation late last year.

REAPPOINTED



COMMISSIONER CASE

Payne Is Described as 'Trouble-Maker' In Statement Published by Rep. Cox

BRANDING FCC Commissioner George H. Payne a "trouble-maker" Rep. E. E. Cox (D-Ga.) in a statement published June 22 urged that the Commissioner be "separated" from the Commission in the best interests of that agency.

The June 22 *Congressional Record* contained a statement by Rep. Cox in the nature of extension of remarks in connection with the consideration by the House of the Connery Resolution for a radio investigation, later defeated. In his remarks, Mr. Cox asserted Mr. Payne had "convicted himself as being entirely irresponsible and wholly unfit for a place on the Commission."

Together with his suggestion that Mr. Payne be "separated" from the Commission, Rep. Cox said it was his opinion, and he felt sure it was shared by other members of the Rules Committee, that FCC Chairman McNinch should be given "as free a hand as possible in the performance of their labors." With the chairman given associates who will cooperate with him, he said, "there can be no question but that the Commission will quickly overcome the injury done the Commission in the public mind by Mr. Payne * * *."

Prefacing his suggestion of separation, Rep. Cox declared that Commissioner Payne, in his appearance before the Rules Committee, demonstrated he had "little, if any" conception of his duties, obligations and oath of office as a member of the FCC. "He gave the impression of being a trouble-maker and nothing but a trouble-maker, and as having no concern in protecting the reputation of the Commission or in the proper discharge of its functions," he said.

In a statement issued from his office June 23, Commissioner Payne charged Rep. Cox' attack as "so obvious an attempt to befog the issue of radio reform that it deserves little notice". His typewritten statement continued:

"The question of veracity I am perfectly willing to leave to those who know Cox and those who know me. He has made an invidious attempt to shake an official in his strivings to protect the public. He has built his whole case upon misinterpreting what I said. He, Cox, is trying to make out a case for monopoly and abuse in radio. I am sure he will fail."

Recalls Testimony

The full text of Rep. Cox's statement as published in the June 22 *Congressional Record* follows:

"Mr. Speaker, when the rule to make in order consideration of HR-62, a resolution to investigate the Federal Communications Commission, was before the House the time allotted for debate was too brief to permit of any extended discussion, for which reason the subject was not fully developed. There were observations that I desired to make about members of the Commission, particularly Chairman McNinch and Commissioner Payne, which I feel should be brought to the attention of the public.

"When this resolution to authorize the setting up of a special investigating committee was before the Rules Committee for hearing both Chairman McNinch and Commissioner Payne appeared before the Committee and both testified. The members of the Committee who heard Chairman McNinch, I am sure, were virtually unanimous in their opinion that his statement before the Committee was candid, open, and most informative, and

(*Continued on Page 32*)

Press Falsity Measure Is Abandoned by Minton

LEGISLATIVE efforts of Senator Minton (D-Ind.) to punish newspapers deliberately publishing false information will be dropped, the Senator declared June 21. Discussing the bill he introduced at the last session making it a penal offense to publish false statements, Senator Minton said he had introduced the bill only to get the "reaction of newspapers" and that it had "produced the desired results".

He said the American Newspaper Publishers Association wanted "radio propaganda curbed." He added he desired to see "how the newspapers would like the medicine they wanted to give to the radio. I see they don't like it very well. When the newspapers raised a big howl over my bill they said in effect: 'We print lies and we want to go right on printing lies.' That was just the point I wanted to get straight. If it were not for the radio we would not know what is going on in this country."

Television Stock Offer

AMERICAN TELEVISION Corp., capitalized at one million shares of $1 each, has acquired the capital stock of CSI Development Corp., owner of Communicating Systems, manufacturing television receivers, and is offering 99,500 shares to the public through J. A. Sisto & Co., beginning June 30. ATC plans a demonstration of television sets in Boston department stores by mid-July, having recently given demonstrations of NBC-RCA transmission pickups in New York. The firm is also reported to be conferring with Don Lee Network executives regarding a similar tie-up in the West.

KSRO, Santa Rosa, Cal., authorized as a new 250-watt daytime station last year, on June 28 was authorized by the FCC to go to full time, using 100 watts night and 250 day.

Network Contract With AFRA Goes Into Final Stages

Both Sides Ready to Sign as Legal Details Cause Delay

SIGNING of standard contracts for actors and singers employed by NBC and CBS will take place "any day now", according to executives of the networks and of the American Federation of Radio Artists, AFL union having jurisdiction over all radio talent except union musicians. Negotiations have been carried on since last winter and have reached the stage where all major points have been settled and both sides are ready to sign as soon as the lawyers have agreed on legal details. Contracts run for two years and cover wage scales and hours for all actors and singers employed by the networks in their stations in New York, Chicago and Los Angeles.

National minimum scale for actors and soloists is $25 for an hour broadcast, $21 for a 30-minute show, and $17 for a 15-minute program. Singers employed in groups will receive $18, $15 and $12 for broadcasts of an hour, half-hour and quarter-hour, respectively. These rates apply to national programs, and are slightly reduced for regional or local shows.

Rehearsal Charges

Rehearsals for actors are to be eight hours for an hour broadcast, four hours for a half-hour program and two hours for a quarter-hour program, with rehearsals of half those lengths for singers. Overtime rehearsals are to be paid for at the rate of $4 an hour, which may be split into half-hour units for actors and quarter-hour units for singers, after the first half-hour. Contracts also contain a 15-minute stand-by clause which prohibits calling the cast into the broadcast studio more than 15 minutes before the start of the program.

Singers employed as staff artists will have a 25-hour week with a maximum of eight hours in any day and may be used on only six broadcasts weekly. Scale for staff soloists is $65 weekly in New York, $45 in Chicago and $40 in Los Angeles; for group singers $45 in New York, $37 in Chicago and $33 on the Coast. Staff singers in Chicago and Los Angeles will receive additional pay for programs originating in those cities but broadcast by other network stations as well.

All these rates apply to sustaining programs only. Talent employed on sponsored programs will be paid a higher scale, which will be the same rate as that charged advertisers or advertising agencies. Staff singers employed on additional programs, above their six weekly, are to be paid at the per-program rate as free lance artists. Commercial audition charges will be 50% of the commercial program rate. Rebroadcasts will be 50% of the regular broadcast charge. All minimum fees are to be net to performers, with casting bureau and similar commissions extra unless the performer is paid in excess of the minimum fee.

A separate contract for announcers is now being worked out by AFRA and NBC. Beyond that AFRA officials are vague, but undoubtedly the matter of setting up standards for network commercial broadcasts will receive early consideration. A number of conferences were held with officers of the American Association of Advertising Agencies on this matter earlier in the year. Other items on the AFRA agenda include working out contracts with MBS and with the regional networks and individual stations for artists, announcers and production men.

CELEBRATING completion of arrangements for return to the air this autumn of Grove's Laboratories, St. Louis, and surprising Fred Waring, orchestra leader, with a party on his 38th birthday June 9 were (l to r) Hal Kemp of Stack-Goble Adv. Agency, Waring, Phillips Carlin of NBC program department, and Charles Phelps of NBC sales. The *Pennsylvanians* will start in October over NBC-Red network.

Rush of Renewals by NBC Sponsors Said to Augur Well for Fall Billings

RENEWALS by 11 sponsors for 23 programs involving 19¾ hours a week, received by NBC within a single week, are taken by the network to indicate the faith of leading advertisers in an early business upturn. Of the programs, 18 will continue through the summer and five will return in the fall. The former include eight programs for Procter & Gamble, two each for Bristol-Myers and Jergens-Woodbury, and one apiece for Stewart-Warner, Kellogg Co. and Time Inc. Sponsors of programs returning to NBC in the fall include Sherwin-Williams, Bowey's, Ralston-Purina, General Foods and Adam Hat Stores.

Further indications that advertisers have retained their faith in the ability of radio to produce sales come from NBC's billings for the earlier months of 1938, which for the first five months of the year show an increase of nearly a million dollars over those for the same period of 1937. Food advertisers during this period increased expenditures for time on NBC by more than $1,500,000, due chiefly to the sponsorship of *Amos 'n' Andy* by the Campbell Soup Co. and of three daytime serial shows by the Quaker Oats Co. The daily Chesterfield sports review, Dorothy Thompson's commentaries for Pall Mall cigarettes, the change of the Lucky Strike program from a half-hour to an hour, the *Alias Jimmy Valentine* series for Edgeworth Tobacco and the Fendrich Cigar *Smoke Dreams* nearly doubled NBC's income from the tobacco field.

Sizeable increases in the classifications of furniture, farm machinery and soaps and cleansers helped to swell the total and to offset the million dollar decline in billings in the automotive field as compared to last year.

Current Renewals

Itemized list of the recent renewals follows:

PROCTER & GAMBLE — *Pepper Young's Family*, Blue, 5 quarter-hours, Red, 5 quarter-hours, Camay, renews July 4 through Pedlar & Ryan; *Road of Life*, Red, 5 quarter-hours, Chipso, renews July 4 through Pedlar & Ryan; *Vic & Sade*, Blue, 5 quarter-hours, Crisco, renews July 4 through Compton Adv.; *Jimmy Fidler*, Red, two quarter-hours, Drene, renews July 1 through H. W. Kastor; *Story of Mary Marlin*, Red, 5 quarter-hours, Blue, five quarter-hours, Ivory flakes, renews July 4 through Compton Adv.; *O'Neills*, Red, 5 quarter-hours, Ivory soap, renews July 4 through Compton Adv.; *Ma Perkins*, Red, 5 quarter-hours, Oxydol, renews July 4 through Blackett-Sample-Hummert; *Guiding Light*, Red, 5 quarter-hours, White Naptha, renews July 4 through Compton Adv.;

STEWART-WARNER — *Horace Heidt*, Red, half-hour, renews July 17 through Hays Macfarland & Co.

BRISTOL-MYERS — *Town Hall*, Red, half-hour, Ipana, Sal Hepatica, and *For Men Only*, Red, half-hour, Vitalis, renews July 6 through Young & Rubicam and Pedlar & Ryan.

JERGENS-WOODBURY Sales Corp.—*Win Your Lady*, Blue, half-hour, and *Jergens Journal*, Blue, quarter-hour, Jergens lotion, renews July 3 through Lennen & Mitchell.

KELLOGG CO.—*Don Winslow of the Navy*, Blue, 5 quarter-hours, renews Sept. 26 through Hays Macfarland & Co.

TIME INC.—*March of Time*, Blue, half-hour, renews July 8 through BBDO.

Returning in Autumn

Returning in the fall are Sherwin-Williams, *Metropolitan Auditions of the Air*, Blue, half-hour, resumes Oct. 9 through Cecil, Warwick & Legler; Bowey's Inc., *Terry & the Pirates*, Blue, 3 quarter-hours, resumes Sept. 26 through Stack-Goble; Ralston-Purina, *Tom Mix*, Blue, 5 quarter-hours, resumes Sept. 26 through Gardner Adv. Co., General Foods, *Good News of 1938*, Red, hour, resumes Sept. 1, through Benton & Bowles; Adam Hat Stores, *Championship Fights*, Blue, irregular schedule, resume Oct. 5, through Glicksman Adv. Co.

KLX, Oakland, Cal., 1,000-watt outlet operated by the *Oakland Tribune*, has applied to the FCC for authority to use 5,000 watts full time.

Court Broadcasts Favored by Press

CHICAGO newspapers came to the defense of radio June 21 following a statement by the Chicago Bar Asso. board of managers which condemned broadcasts from courtrooms. In its statement the board said that broadcasts of actual trials from the city's traffic and safety courts were "calculated to detract from the essential dignity of the court proceedings, degrade the court and create misconceptions with respect thereto in the minds of the public and should not be permitted."

Columnist Howard O'Brien of the *Chicago Daily News* belittled the board's contention that the broadcasts detracted from the dignity of the court and stated that in 1934 traffic deaths were 986 as compared to 826 in 1937, which he attributed to the safety appeal of the court programs.

In an editorial the *Chicago Times* praised the broadcasts for arousing public opinion to safety on the highways, stated that the "fixing" of traffic cases on a wholesale basis had been eliminated by the programs. "Broadcasts are in the spirit of the American tradition of the public trial. They have taught respect for the law," the editorial read in part.

Trials of the Chicago traffic court have been aired on WIND in a Tuesday evening series during the last four years. WJJD has broadcast a daily series from the metropolitan safety court for the last two years. No formal statement has been issued to these stations by the Chicago Bar Assn. and the programs are being continued.

AFRA Signs KJBS

KJBS, San Francisco, has signed an agreement with American Federation of Radio Artists, it was announced by Vic Connors, executive secretary of the San Francisco Chapter of AFRA, effective June 16. The agreement of the AFRA calls for a 40-hour, five-day week for announcers and producers and a graduated wage scale which starts at a minimum of $35 weekly to a maximum of $42.50. Mr. Connors announced negotiations are under way with several San Francisco stations.

Philip Morris on Five

PHILIP MORRIS & Co., New York (Paul Jones cigarettes), about July 10 will start sponsorship on a test basis of local live programs on an undetermined number of stations. William A. Chalmers of the agency, Biow Co., left New York June 24 to inspect local programs, particularly in Missouri and California.

Pure-Pak on WJZ

PURE-PAK Division of Ex-Cell-O Co., Detroit (milk container machines), on June 27 started sponsorship of *Capt. Tim Healy's Stamp Club* on WJZ, New York. From April 11 to June 23 the program, heard Mondays and Thursdays at 5:45-6 p. m., was sponsored by Max Wulfsohn Inc., New York, for Temu soap. Pure-Pac agency is Ferry-Hanly Co., New York.

AFM Winding Up Radio-Music Accord

Boycott Clause Removed From Contract With Record Firms

WORK on the final phase of radio-musician negotiations, the licensing of manufacturers of transcriptions and phonograph records by the American Federation of Musicians to prevent what the musicians consider unfair competition of recordings with live players and to increase employment among AFM members, was started June 28 at a meeting of AFM officials with representatives of American Record Co., Decca Records and RCA-Victor, three largest makers of phonograph records.

At this session the recorders were presented with a new license form which was similar to those previously drawn up by AFM except that the "boycott' clause, prohibiting the sale of records to stations and other employers deemed "unfair" by AFM, was omitted. As the recorders have steadfastly refused to sign any contract containing this clause, which they held to be illegal both as a secondary boycott and in restraint of trade, and as previous meetings have always broken up over this point, it is believed that the minor points of dispute can be adjusted and that an acceptable license will be worked out in a short time. Another meeting has been set for July 6, at which time it is believed the transcription manufacturers will also be included.

Seek Early Acceptance

The new license was drawn up by the AFM international executive board in a post-convention meeting in New York, June 22-24, in accordance with instructions given them by the recent national AFM convention. Removal of the "unfair" clause does not at this time entail any great sacrifice on the part of the musicians as its chief purpose, to serve as a whip over stations not employing a sufficient number of staff musicians from the union's viewpoint, is no longer necessary.

Since the first licenses were presented to recorders nearly a year ago, the union has negotiated standard agreements with committees representing the network affiliates and the nonnetwork stations, under the terms of which stations and local unions in all parts of the country are drawing up individual contracts which are expected to create the additional employment of musicians in broadcasting desired by the union.

Every effort will be made by AFM to gain early acceptance of the licenses by the record manufacturers as it is anxious to conclude its radio dealings and begin its fight for increased employment in the field of motion pictures, both in the producing studios and in the theatres. Chief cause of argument is expected to be the ban on "dubbing" or rerecording of music from one record to another, on which point the union says it will absolutely insist, but which the recorders want modified to permit the dubbing of theme music and other incidental bits on dramatic programs which they feel would be made prohibitively expensive if the cost of an orchestra were added to the wages of the actors and announcers. But a satisfactory solution to this problem is not expected to present any insurmountable difficulties or to delay a conclusion unduly.

Non-network Agreement

An early settlement is also expected with the non-network stations, along the lines of the independent Schedule A worked out by the AFM executive board and the National Committee of Independent Broadcasters last spring [BROADCASTING, May 1]. Approximately 150 independent stations have already responded to the questionnaires sent out by the committee and in each case copies of the schedule have been sent to the station and the local AFM union in the city so that negotiations of individual local contracts could begin at once.

In some cases there are already contracts in effect between stations and unions and other stations are exempt from employing musicians because their annual incomes are less than $20,000, but nevertheless this return is taken by both sides as a good omen for an early general settlement.

The New Orleans situation, most troublesome in the long negotiations between AFM and the network stations, is still a potential danger spot. When the AFM annual convention concluded without official action to force the two NBC affiliates in New Orleans into line, WWL, CBS New Orleans outlet, which had been operating under a new contract since January, dismissed its 12 staff musicians June 18. The station, which has had a contract with the AFM local for many years, then rehired six men and returned to the same basis in force before the standard agreement for all network stations was achieved.

Vincent F. Callahan, manager of WWL, told BROADCASTING his contract with the union called for him to receive as favorable treatment as any other network station in the city and that he felt justified in returning to his former status with regard to employment of musicians as long as neither NBC outlet had accepted the new agreement. "I've taken my stand," he said. "The next move is up to the AFM."

E. V. Richards, executive of WSMB, one of the two NBC stations in New Orleans, came to New York last week to confer with NBC and AFM officials regarding the situation, but was taken so seriously ill before the meetings occurred that he returned to a New Orleans hospital by plane. It is expected that as soon as he is able Mr. Richards will return to New York to work out with the AFM the difficulties that have so far prevented his station from accepting a contract under the standard agreement for network stations.

Convention Issues

A proposal to force a solution was raised at the AFM convention by G. Pipitone, president of the New Orleans AFM local, who urged the convention to refuse to supply union musicians to NBC for programs being broadcast over WSMB or WDSU, its New Orleans outlets. This was voted down, however, and the matter referred to the executive board when AFM President Joseph N. Weber pointed out the dangers of destroying all the gains that have been made in the past year through a single false step and who added that this question could be better handled by the board than by the entire convention.

Another hard-fought resolution was one which would prohibit booking agencies from providing network facilities to employers of their "big name" orchestras to the exclusion of most local orchestras which are therefore unable to get employment. This also was referred to the board for action after Mr. Weber had shown the need for a thorough study of the problem.

Recordings were the subject of another resolution adopted, which instructed the president's office to work out a method of amending the Federal copyright laws to give the performer a property right in the recordings he helps to make. Present laws were declared "outmoded and inadequate for the protection of a performer who records copyright music." In his annual report, Mr. Weber stated the AFM position that "phonograph records should not be used commercially without additional compensation to the players," but pointed out the difficulties of securing and applying such legislation. "Every member of an orchestra who played for the record would have a right to either grant or withhold consent to its use and every one of them could make different stipulations as to conditions under which he would agree that the record could be used," he said, which would make it difficult for anyone to get the right to use the record.

Another possible solution, as far as radio is concerned, he said, "may eventually present itself by the Government realizing that it can exercise the authority to make the licensing of radio stations dependent on the use of live talent by the broadcaster and can enforce regulations reducing the amount of recorded music to be used by him. However, it is not a matter which will lend itself to be adjudicated in a short time but it is rather one in which results may only be achieved through continual propaganda and the awakening of the interests of the public and the Government to the fact that such a policy has the economic advantages of making for more employment."

Foreign Ban Rejected

The convention voted down resolutions to bar non-citizens from AFM membership and to place all foreign conductors under AFM jurisdiction when Mr. Weber explained the dangers of such steps both to the advancement of music and to the immediate employment of musicians. The subject of placing a protective tariff on imported phonograph records and transcriptions and on taxing commercial broadcasts utilizing music of foreign origin, with Canada excepted on both counts, was voted a proper sphere of investigation for the president's office.

All officers and executive committee members were re-elected for another year: Mr. Weber to serve his 39th term as president; C. L. Bagley, Los Angeles, vice-president; Fred W. Birnbach, Newark, secretary; Harry E. Brenton, Boston, financial secretary-treasurer; and committee members A. C. Hayden, Washington; C. A. Weaver, Des Moines; James C. Petrillo, Chicago; J. W. Parks, Dallas, and Walter M. Murdoch, Toronto. Kansas City was selected for the 1939 convention, also to be held in June. The break between Weber and Petrillo was officially ended when the two shook hands after Petrillo had publicly denied newspaper stories quoting him as claiming to be the "strong man" of the AFM and had disclaimed any intention of trying to displace Weber or run the Federation.

Drawn for BROADCASTING by Sid Hix

"Now, Mr. Socko, What Cereal Do You Eat for Breakfast?"

Revision of FCC Regulations Is Unlikely Before Next Year

Oral Arguments May Be Held During the Autumn; WLW Renewal Hearing Now Set for July 18

PROMULGATION of new rules and regulations to govern future broadcast operations, embodying revised allocations as specified in the Havana Treaty, cannot possibly occur until next year, it became evident as the so-called "superpower hearings" went into their last lap June 29.

Launched June 6, the hearings began their fourth straight week June 27 with every indication they would conclude not later than July 1. Original plans to start consideration of the application of WLW for renewal of its experimental authorization to use 500 kw. power immediately following the hearings on regulations were dropped by the FCC Superpower Committee with a tentative new date set for July 18. In the interim, the FCC hopes to catch up on other work, including arrangements for public hearings on its so-called "chain-monopoly" study.

A complete running account of the allocation hearings from June 15 to 29, supplementing the account carried in the June 15 BROADCASTING covering June 6 to 14, will be found on pages 41-57 inclusive.

Arguments in Late Fall

As things stand now, Chairman Norman S. Case of the superpower committee informed BROADCASTING, it is his plan to allow all respondents at the hearings 30 days from adjournment in which to file "summation" briefs of their testimony. The committee itself probably will require another month in which to write its proposed report for the full Commission. Copies of this report will be supplied to all party respondents who will be allowed at least another month in which to file exceptions and request oral argument before the Commission en banc.

Consequently, it is obvious that oral arguments on the proposed rules cannot be held until late fall. The Commission en banc normally would require at least two months before rendering its opinion in so important a proceeding.

As BROADCASTING went to press June 29, all direct evidence had been presented in connection with the proposed new rules and engineering standards which envision the reallocation of frequencies as proposed in the Havana treaty. [See article on opposite page.] In all, some three dozen witnesses presented testimony.

Whether a portion or all of the 25 channels designated for Class I-A operation under the proposed rules should be permitted to use power of 500 kw. constitutes the knottiest problem growing out of the hearing. Retention of clear channels as a means of supplying rural and remote service was injected as an equally significant issue, however, with regional and local station groups, supplemented by individual applicants, seeking modification of the proposed rules to provide duplicated operation, particularly along the coasts.

Sudden action of the Senate in adopting a resolution just prior to adjournment, proposed by Senator Wheeler, which expressed it as the sense of the Senate that the FCC should not license stations of power greater than 50 kw., is expected to have a bearing on the ultimate conclusions reached by the FCC. While the action does not have the force of legislation, it nevertheless is regarded as an expression of view by the upper branch of Congress.

A strong plea for retention of clear channels and for revision of the proposed new rules to permit power of greater than 50 kw. was made by the Clear Channel Group. WLW, in presenting arguments in connection with the proposed new rules, also made a vigorous plea for revision to permit power in excess of 50 kw.

The FCC's Position

The FCC itself, through Assistant Chief Engineer Ring, stoutly defended the proposed allotment of 25 channels for Class I-A (entirely clear) operation as the hearings neared adjournment June 29.

To close the FCC case, Mr. Ring was cross-examined by Commission Counsel George B. Porter, with regard to attacks made on the proposed rules during the four weeks of hearings. On the mooted question of clear channel duplication, Mr. Ring asserted it was very difficult to determine whether the 25 channels set aside for exclusive single station nighttime operation would give the complete service deemed necessary throughout the rural areas. Until such information is available, he declared, altering in any respect the status of these channels would be hazardous.

"Therefore," he said, "I believe the 25 Class I-A channels should be retained." [A detailed analysis of Mr. Ring's rebuttal testimony will be found in the running account of the hearings on pages 56-57.]

Networks Not Active

The networks, as such, participated only in an incidental way. NBC's position, as expressed in support of its application for Class I-A operation of the channel occupied by KPO, San Francisco, was in favor of superpower. CBS, on the other hand, reiterated the viewpoint advanced by its president, William S. Paley, before the engineering hearings of October, 1936, which in effect opposed superpower.

Increase in the number of channels slated for I-A operation beyond the 25 specified in the proposed rules was suggested on behalf of two stations—WOR, Newark, and WCAU, Philadelphia—which are slated for I-B or duplicated clear operation under the rules. Since the treaty sets aside 32 exclusive frequencies for this country, the claim was made that two additional channels could be placed in the I-A class without undue hardship.

While no definite opinions were expressed from the bench by Chairman Case, or by Commissioner T. A. M. Craven, who led most of the examination of witnesses, several new trends of thought developed. A number of witnesses were queried in connection with limitation of all coastal stations to I-B status as a means of avoiding discrimination. Another thought which appeared to gain ground was that the committee might recommend a differential in power on clear channels between day and night operation—possibly concluding that Class I-A stations be permitted to use 500 kw. during daytime with night power restricted to 50 kw. This latter, however, was simply in the realm of speculation.

In concluding its presentation in connection with the new rules, WLW suggested to the Commission a formula for licensing of stations with power in excess of 50 kw. It proposed that such power be permitted when it is made to appear:

(1) That the use of such additional power will not result in objectionable interference to stations on adjacent channels.

(2) That the use of such additional power will not cause objectionable interference with stations licensed by other countries pursuant to any agreement to which the United States is a party.

(3) That the station is so situated geographically that (with or) without the employment of a directive antenna or other directive radiating devices substantially all of its primary and secondary service areas fall within the Continental United States.

(4) That the use of such additional power is necessary to provide an adequate and acceptable radio service not otherwise available, or a choice of such services, to a substantial number of persons who do not reside within the primary service area of any other broadcast station licensed by the United States.

(5) That at least 50% of the programs broadcast by said station during both daytime and nighttime operation shall consist of live talent programs originated by it and not otherwise available to the area and audience described in Paragraph (4).

In announcing postponement of the hearing on the WLW experimental renewal until July 18, Chairman Case said this was deemed advisable because members of the FCC as well as its legal and engineering staffs will need the time to catch up on other FCC matters.

Commissioner Case has presided at practically all of the sessions. Commissioner Craven, who was instrumental in the drafting of the technical phases of the proposed rules, was present at all sessions and directed most of the cross-examination. Commissioner George H. Payne, third member of the Committee, who was frequently absent, had not interrogated any industry witnesses throughout the proceeding.

HOBBY of Lou Withers, announcer of KFI-KECA, Los Angeles, is breaking in wild horses. Born on a Nevada ranch, he is an expert rider and roper. Here he is in action. Occasionally he performs in the films and recently a Los Angeles newspaper devoted an entire page of its Sunday roto section to action shots of his prowess.

Televised Tragedy

TELEVISION'S first record of tragedy occurred unexpectedly June 24 when a group of NBC engineers, watching on a video receiver in their laboratory scenes in Rockefeller Plaza picked up by the mobile unit, saw a girl plunge to her death from an upper story window of the Time and Life Bldg. at the end of the Plaza. The pickup engineer on the van was Ross Plaisted; those at the receiver were O. B. Hanson, vice-president and chief engineer; Reid Davis, and Bob Shelby.

Ballard Starts in Fall

BALLARD & BALLARD Co., Louisville, will use a split NBC Red and Blue network for a series of programs to advertise its cattle and poultry feeds, starting Sept. 16. Programs will be broadcast from 10 to 10:15 a. m. on Friday and Saturday mornings. Both broadcasts each week will be heard on WLW, originating station, WAVE, WMC, WSB, WSM, WSMB, with KWK and WREN added to the Friday schedule and KSD, WCSC, WDAF, WIOD, WJAX, WMBG, WRC, WSOC and WTAR added on Saturday. Program, still to be determined, will run for 26 weeks. Henri, Hurst & McDonald, Chicago, is the agency.

Plans Fall Spots

AURORA LABORATORIES, Chicago (Clear Again cold tablets) has named Erwin Wasey & Co., New York, as agency and will use spot radio in fall.

THE ALL-STAR baseball game to be held in Cincinnati July 6, will be broadcast for CBS by France Laux and Bill Dyer, for Mutual by Bob Elson and Dick Bray; and for NBC-Blue by Tom Manning and Red Barber.

Allocations Under Treaty Announced

Changes in Assignments Are Announced at Hearing

FORMAL announcement of revised allocations of broadcast stations, pursuant to the North American Regional Broadcast Agreement (Havana Treaty) ratified by the Senate June 15, was made June 23 by the FCC. The actual changes in channel assignment, which would be effected under the treaty, were announced together with revised provisions of the proposed new rules and regulations under which frequencies are specified for particular classes of stations.

The documents were offered by the FCC for inclusion in the record of the so-called "June 6" hearings before a three-member committee dealing with the proposed new rules and regulations. After their presentation by Assistant General Counsel George B. Porter, Commissioner T. A. M. Craven explained that the changes proposed under the treaty cannot become effective until a year after three of the four nations parties to the compact have ratified it, and the fourth has signified its intention of doing so.

Canada and Mexico Next

Thus far Cuba and the United States have ratified the treaty. Comdr. Craven, who was head of the American delegation to the Havana conference, asserted that he had information of an unofficial nature that both Mexico and Canada were "making progress", and that their ratification might be expected within a short time.

It is assumed the FCC will withhold actual promulgation of the frequency shifts until either Canada or Mexico ratifies the treaty, when it is expected a definite date will be set for the changes, with stations in the position to exercise their prerogative under the law of protesting specific changes involving them and thus throwing the actual shifts into hearing.

Best information is that the Mexican Senate will not convene again until December, although the Government already has indicated it intends to ratify the treaty. The effective date would be set as one year from the date of promulgation. During that time any stations aggrieved can ask for a hearing on 30 days' notice in connection with specific assignments.

The current hearings on the proposed rules, scheduled to end June 30, have a definite bearing on the frequency changes. Superpower and designation of 25 channels among the 32 exclusive waves assigned to this country for Class I-A operation constitute salient issues in the hearings. In the proposed rules the FCC does not specify channels which would become I-A, and several stations slated for classification as I-B or duplicated clears are battling for I-A assignments. Conversely efforts are being made in other cases to bring about duplication on channels slated for I-A assignment.

In charting the changes in channel assignment, the FCC stated that some changes in individual cases might be necessary to avoid interference on adjacent channels or because of "other considerations".

Following is the text of the excerpts from the FCC rules governing assignment of channels in compliance with the Havana Treaty:

31.5A—The frequencies in the following tabulation are designated as clear channels and are assigned for use by the classes of stations as given:

(1) For Class I-A stations and Class II stations operating limited time or daytime only, 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 850, 870, 880, 890, 1020, 1030, 1040, 1100, 1120, 1160, 1180, and 1210 kilocycles.

(2) For Class I-B and Class II stations, 680, 710, 810, 940, 1000, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1200, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(3) For Class II stations located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 690, 740, 860, 990, 1010* and 1580 kilocycles.

(*A station on 1010 kilocycles shall also protect a Class I-B station at Havana, Cuba.)

(4) For Class II stations located not less than 650 miles from the nearest Mexican Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 730, 800, 900, 1050, 1220, and 1570 kilocycles.

(5) For Class II stations located not less than 650 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1540 kilocycles.

31.6A—The following frequencies are designated as regional channels and are assigned for use by Class III-A and Class III-B stations.*

(*See Rule 31.9 in regard to assigning Class IV stations to regional channels.)

550, 560*, 570*, 580, 590*, 600, 610, 620, 630*, 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270*, 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

(*See North American Regional Broadcasting Agreement for special provision concerning the assigning of Class II stations in other countries of North America to these regional channels. Such stations shall be protected from interference in accordance with Appendix II, Table I, of said Agreement.)

31.7A—The following frequencies are designated as local channels and are assigned for use by Class IV stations:

1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

31.8A—(a) The individual assignments of stations to channels which may cause interference to other United States stations only, shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

31.9A—On condition that interference will not be caused to any Class III station, and that the channel is used fully for Class III stations and subject to such interference as may be received from Class III stations, Class IV stations may be assigned to regional channels.

License Periods

31.14A—All standard broadcast station licenses will be issued so as to expire at the hour of 3 a. m. (EST) and will be issued for a normal license period of six months, expiring as follows:

(1) For stations operating on the channels 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1,000, 1,010, 1,020, 1,030, 1,040, 1,050, 1,060, 1,070, 1,080, 1,090, 1,100, 1,110, 1,120, 1,130, 1,140, 1,160, 1,170, 1,180, 1,190, 1,200, 1,210, 1,220, 1,500, 1,510, 1,520, 1,530, 1,540, 1,550, 1,560, 1,570, and 1,580 kilocycles Aug. 1 and Feb. 1.

(2) For stations operating on the channels 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, and 950 kilocycles Sept. 1 and March 1.

(3) For stations operating on the channels 960, 970, 980, 1,150, 1,250, 1,260, 1,270, 1,280, 1,290, 1,300, 1,310, and 1,320 kilocycles Oct. 1 and April 1.

(4) For stations operating on the channels 1,330, 1,350, 1,360, 1,370, 1,380, 1,390, 1,410, 1,420, 1,430, 1,440, 1,460, 1,470, 1,480, 1,590, and 1,600 kilocycles Nov. 1 and May 1.

(5) For stations operating on the channels 1,230, 1,240, and 1,340 kilocycles Dec. 1 and June 1.

(6) For stations operating on the channels 1,400, 1,450, and 1,490 kilocycles Jan. 1 and July 1.

Change of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.

[For full text of treaty see BROADCASTING 1938 Yearbook]

Col. 1	*Col. 2*	*Col. 1*	*Col. 2*	*Col. 1*	*Col. 2*
550	550	910	*	1260	1290
560	560	920	950	1270	1300
570	570	930	960	1280	1310
580	580	940	970	1290	1320
590	590	950	980	1300	1330
600	600	960	*	1310	1340
610	610	970	1000	1320	1350
620	620	980	1020	1330	1360
630	630	990	1030	1340	1370
640	640	1000	1040	1350	1380
650	650	1010	690, 740,	1360	1390
660	660		990 or 1050	1370	1400
670	670	1020	1060	1380	1410
680	680	1030	*	1390	1420
690	*	1040	1080	1400	1430
700	700	1050	1070	1410	1440
710	710	1060	1090	1420	1450
720	720	1070	1100	1430	1460
730	*	1080	1110	1440	1470
740	750	1090	1120	1450	1480
750	760	1100	1130	1460	1500
760	770	1110	1140	1470	1510
770	780 or 1110	1120	1150	1480	1520
780	790	1130	1160	1490	1530
790	810	1140	1070 or 1170	1500	1490
800	820	1150	1180	1510	*
810	830	1160	1170 or 1190	1520	*
820	840	1170	1200	1530	1590
830	850	1180	1170 or 1200	1540	*
840	*	1190	1210	1550	1600
850	870	1200	1230	1560	*
860	880	1210	1240	1570	*
870	890	1220	1250	1580	*
880	910	1230	1260	1590	*
890	920	1240	1270	1600	*
900	930	1250	1280		

*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels may be necessary to avoid interference on adjacent channels or other considerations.

Hickock Oil Renews

HICKOCK OIL Co., Toledo (petroleum products), has renewed the five-weekly, quarter-hour transcribed series titled *Black Flame of the Amazon* effective in early September on WXYZ WOOD-WASH WFDF WJIM WIBM WBCM WGAR WSPD WJR WKBN WHBC through Trans-Air Inc., Chicago. Series is produced and cut by Aerogram Corp., Hollywood.

Sweetheart Weekly

MANHATTAN SOAP Co., New York (Sweetheart soap), sponsoring the twice-weekly quarter-hour transcribed *Thomas Conrad Sawyer* commentary series on 14 stations nationally for several months, on June 30 renewed for 13 weeks on a once-weekly summer schedule. Milton Weinberg Adv. Co., Los Angeles, has the account.

Swift Promotes Ham

SWIFT & Co., Chicago (Premium ham), on June 20 started 30 and 50-word chain break announcements on these stations to continue through Aug. 14: 30-word, KMBC, 20 times weekly; WDAF, 28 weekly; 50-word, WHB and KCKN, each 14 weekly. J. Walter Thompson Co., Chicago, is agency.

Summary of Responses to FCC Program Questionnaire: Types of

Type of Program	COMMERCIAL LIVE TALENT Taken from National Networks Hrs. Mins.	Taken from Regional Networks Hrs. Mins.	Originated Locally Hrs. Mins.	Electrical Transcriptions Hrs. Mins.	Records Hrs. Mins.	Announcements Hrs. Mins.	Total Hrs. Mins.	Percent	SUSTAINING LIVE TALENT Taken from National Networks Hrs. Mins.	Taken from Regional Networks Hrs. Mins.	Originated Locally Hrs. Mins.
I. Music:											
Serious	189 44	5 51	83 34	140 46	176 19	28 39	624 53	1.00	1,534 39	108 23	369 44
Light	252 1	11 3	333 51	364 55	333 42	73 6	1,368 38	2.20	1,378 35	178 57	726 28
Popular	387 33	35 16	1,010 19	1,722 55	1,542 14	298 12	4,996 29	8.01	4,615 28	528 ..	2,284 44
Other	27 9	34 14	328 52	177 40	153 3	32 34	753 32	1.21	210 32	40 1	378 3
Total I	856 27	86 24	1,756 36	2,406 16	2,205 18	432 31	7,743 32	12.42	7,739 14	855 21	3,958 59
II. Dramatic:											
General drama	1,948 33	106 10	132 17	626 2	2 15	14 38	2,829 55	4.54	481 57	94 19	240 8
Comedy scripts	300 29	6 45	45 2	46 1	.. ..	1 31	399 48	.64	69 11	11 55	58 6
Children's drama	165 10	48 25	57 25	266 14	1 30	3 46	542 30	.87	256 45	15 3	137 57
Total II	2,414 12	161 20	234 44	938 17	3 45	19 55	3,772 13	6.05	807 56	121 17	436 11
III. Variety	1,652 15	79 19	626 4	343 59	111 33	54 57	2,868 7	4.60	1,260 16	156 33	551 49
IV. Talks and dialogues:											
Social and economic	76 33	32 43	144 26	22 5	4 45	22 13	302 45	.49	479 56	60 26	526 35
Literature, history, and general cultural	73 41	6 8	115 5	15 28	1 ..	6 13	217 35	.34	456 27	54 6	675 53
Household & others of special interest to women	275 22	47 42	437 37	102 46	3 48	91 40	958 55	1.54	110 19	48 13	502 ..
Farm management & others of special interest to farmers	3 45	6 45	88 41	24 3	1 30	17 29	142 13	.23	432 28	33 3	397 29
Political	2 14	12 7	65 49	10 ..	1 ..	2 3	93 13	.15	37 18	10 7	50 45
Others	162 9	16 46	312 11	32 3	4 ..	159 7	686 16	1.10	140 16	28 36	388 9
Total IV	593 44	122 11	1,163 49	206 25	16 3	298 45	2,400 57	3.85	1,656 44	234 31	2,540 51
V. News:											
News reports	315 20	118 26	1,135 12	5 57	.. ..	47 54	1,622 49	2.60	215 57	119 34	2,079 20
Sport flashes	9 48	25 35	184 39	5 48	.. ..	3 32	229 22	.37	43 40	18 1	294 57
Market, crop and weather reports	.. 44	5 53	102 4	1 20	.. ..	27 22	137 23	.22	17 54	51 38	403 39
Total V	325 52	149 54	1,421 55	13 5	.. ..	78 48	1,989 34	3.19	277 31	189 13	2,777 56
VI. Religious and devotional	75 26	65 36	1,032 22	57 42	6 25	12 16	1,249 47	2.00	285 34	44 17	1,482 56
VII. Special events:											
Meetings and occasions of civic interest	2 39	.. 15	38 27	5 22	.. ..	2 9	48 52	.08	80 9	20 51	290 9
Sports	23 49	40 9	311 1	1 22	.. ..	5 4	381 25	.61	98 39	35 16	220 ..
Other	2 ..	1 ..	42 16	1 2	.. ..	1 9	47 27	.08	25 33	2 15	57 56
Total VII	28 28	41 24	391 44	7 46	.. ..	8 22	477 44	.77	204 21	58 22	568 5
VIII. Miscellaneous	18 3	12 32	111 41	22 44	13 45	861 51	1,040 36	1.67	30 41	19 20	132 2
IX. Grand total	5,964 27	718 40	6,738 55	3,996 14	2,356 49	1,767 25	21,542 30	34.55	12,262 17	1,678 54	12,448 49

Note A:—Of the 629 responses accounted for in this table, 4 cover 2 stations each. Thus the table actually embraces data for 633 stations.
Note B:—Rebroadcast programs reported by 11 stations amounting to 15 hours 5 minutes of commercial time and 144 hours 41 minutes of sustaining time are included under the heading, "Live Talent—Taken from Regional Networks."

Third of Radio Programs Sponsored

FCC Finds Over Half Are Music, Ninth Talks, Dialogue

DIAGNOSING a typical week of broadcasting hours—the week of March 6, 1938—the FCC accounting department, in its analyses of types of programs broadcast by all classes of stations, released in connection with the current allocations hearings, disclosed that 65.45% of all broadcasts during that week were sustaining and 34.55% commercial.

Its breakdowns of types of programs, based on responses of stations to exhaustive questionnaires, thus showed that only a third of the programs broadcast (21,542 hours) produced revenues while two-thirds (40,810 hours) were non-revenue producers—the latter actually furnished and paid for by the stations.

The week of March 6 was regarded as typical because it came just before the summer lull into more sustainings, yet avoided the high winter concentration of commercials.

Trends in Programming

Broken down into types of programs, the total and percentage of hours devoted to each type [see tables herewith] furnished the first thorough index to programming trends of American broadcasting at large ever made available. The 633 reporting stations, for example, were disclosed as carrying a grand total (both commercial and sustaining) of slightly more than 32,706 hours during the week (or 52.45%) devoted to various classes of music, such as serious, light, popular and other; 7,114 hours (11.41%) devoted to talks and dialogues, which included social and economic, literature, history and general cultural, household and other women's programs, farm management and other farm programs, political talks and other subjects; 5,682 hours (9.11%) devoted to dramatic programs, which included general drama, comedy scripts and children's drama; 5,509 hours (8.84%) devoted to variety productions; 5,328 hours (8.55%) devoted to news, including regular news reports, sport flashes and market, crop and weather reports; 3,213 hours (5.15%) devoted to religious and devotional programs; 1,421 hours (2.28%) devoted to miscellaneous non-typed programs; 1,376 hours (2.21%) devoted to special events, such as meetings and occasions of civic interest, sports, remotes, etc.

These figures embrace the types of programs coming through via the networks, as well as locally produced programs, since the complete structure of each station regardless of source was asked.

How Buick Fared

SPONSORSHIP of the Louis-Schmeling fight broadcast June 22 cost Buick Motor Co. slightly more than $3,000 for each minute of the 15 the broadcast lasted, or about $23,500 for each of its two commercial announcements. Exclusive broadcast rights from the 20th Century Sporting Club, under the three-fight contract signed by NBC last year, account for approximately $35,000, and the quarter-hour time cost on 146 stations added about $12,000 more to make a total of about $47,000. NBC, which had to cancel the full hour program of American Tobacco Co. on about 80 stations to take the fight, broke about even on the deal.

Breaking down separately the program structure of the commercial and sustaining sides of radio, the difference between the types of sponsor and sustaining offerings by the broadcasters at large is statistically shown, and there is reason to believe that the averages for the whole industry apply fairly closely to those for any given station.

Comparing the sustaining the commercial categories, the types of programs offered by percentages were as follows:

Type of Program	Sustaining	Commercial
Music	40.03%	12.42%
Dramatic	3.06	6.05
Variety	4.24	4.60
Talks & Dialogue	7.56	3.85
News	5.36	3.19
Religious & Devotional	3.15	2.00
Special Events	1.44	.77
Miscellaneous	.61	1.67
Total	65.45	34.55

Significant is the fact that sponsored musical offerings were not quite one-third of sustaining musical offerings; that twice as many dramatic programs are sponsored as sustaining; that variety shows run evenly between commercials and sustainings; that talks and dialogues, which include politics, educational, forum subjects etc., run two-to-one sustaining; that only about three out of eight news programs are sponsored; that two out of five religious programs are sponsored; that one out of three special events is sponsored.

A percentage analysis by BROADCASTING of sources of commercial program material, shown in the FCC tables only by total hours, reveals that 62.4% was live talent (from national networks, 27.7%; from regional networks, 3.4%; originated locally, 31.3%). It is also revealed that 29.4% represented mechanical renditions (electrical transcriptions, 18.5%; recordings, 10.9%). Announcements ran 8.2% of all commercials.

The same analysis of sources of sustaining program material

Programs Broadcast—FCC Table 38: Covering Week of March 6, 1938

| SUSTAINING (*Continued*) | | |

Ethridge Urges NAB to Gird For 1939 Legislative Deluge

Farewell Message Calls for Industry to Prepare Facts Giving Accurate Picture of Radio

IN HIS valedictory as president of the NAB, a post he relinquishes July 1 to Neville Miller, Mark Ethridge, on June 28 addressed all broadcasters in a plea for aggressive cooperation and follow-through.

Appraising the present situation, Mr. Ethridge said there will be much legislation introduced at the next session of Congress having to do with radio and he predicted some new legislation will be enacted. A strong NAB armed with facts, he declared, prevented enactment at the session just ended of legislation proposing Government stations.

In discussing what lies ahead, Mr. Ethridge declared that when the next session meets many of the 43 bills that died with the last session will be reintroduced. Moreover, in all probability an entirely new radio law will come as a result of hearings now being held and those still to be held by the FCC.

Too Long a Guinea Pig

"I don't believe anybody in radio so deludes himself as to believe that there will be no legislation in the next Congress," said Mr. Ethridge. "If he does, I can disillusion him. We will have legislation. Nobody knows what form it will take —not even those who will suggest it. Without doubt, the Commission will propose legislation. It will need study on the part of the industry to determine whether it is good or bad, and the industry will need to state its position before Congress as it has every right to do. The NAB is the only agency that can do that and it will be criminal if we do not do it."

Asserting radio has been "a guinea pig and a political football long enough", Mr. Ethridge said it will continue to be both unless it supports adequately an organization that can formulate and enunciate general policies for the industry. He said he personally believed the Commission under its new leadership has endeavored to be constructive and has sought to eliminate, as far as possible "the political atmosphere". He urged cooperation with the Commission in working out a constructive program by expressing forcibly its agreement with or dissent from what the Commission proposes.

"Whether broadcasters realize it or not, we are in that twilight zone where the whole future of radio in the United States is being determined," he said. "The individual station is powerless to do anything about it except as he is armed with facts and with logic which he may put into the possession of his Congressmen and Senators. This summer is the time to do that. I am recommending to Neville Miller, the new president of the NAB, that his first major act in office shall be to set the staff working upon the preparation of the whole picture of radio in this country so that it will be ready for the entire membership before the next session of Congress. We have the staff to do it now; we did not have the staff to do it in the past."

Mr. Ethridge also covered the obligation of the broadcasting industry to contribute its portion to the $250,500 radio education fund set up by the Federal Radio Education Committee. Calling it a "debt of honor", he said the industry is obligated to pay $83,000 of the quarter-million dollar fund. The responses to the solicitation thus far, he said, have been "disappointingly small" but the NAB has pledged payment of the funds. He said the NAB has already paid $15,000 of the fund and that its treasury really cannot afford another payment. The balance, he declared, is up to the "individual sense of responsibility and the good faith of broadcasters and the industry as a whole."

Discussing other industry problems, Mr. Ethridge said that some work already has been done on the matter of ASCAP license renewals and that he had informed Mr. Miller there is no more serious internal problem than copyright. The musicians' problem is coming up again for negotiations, he said, and he would consider the NAB a "failure unless we are better prepared to meet them than we were before".

Lauds Selection of Miller

Under the incoming president, Mr. Ethridge said he hoped to see an association that will not only represent the industry generally in matters of policy before the Commission and in Congress, but also be of utmost help to its members. Stating that Mr. Miller's nomination was made by another member of the board, but that he would have been "proud to nominate him", Mr. Ethridge pointed out that his selection was by unanimous vote of the board.

"I can say unreservedly that if the broadcasters will put their trust in him and in the board which they have elected to guide him; if they will support the organization until it has had ample opportunity to demonstrate what it can do for the industry, they will come to feel, I am sure, that it is the best investment they could make."

Hecker May Go Net

HECKER PRODUCTS Corp., New York (Shinola), now using spot announcements on eight stations, is considering starting on a network and is looking for programs. Agency is BBDO, New York.

Neville Miller Assumes NAB Office on July 5

NEVILLE MILLER, newly-elected president of the NAB, was in New York during the week of June 27 with Mark Ethridge, retiring president, to make the acquaintance of broadcasters in that area, including the networks. He plans to assume his office in Washington July 5, having already resigned as assistant to the president of Princeton University.

Mr. Ethridge has asked the Executive Committee of the NAB to meet in Washington July 6 to confer with Mr. Miller, who automatically becomes chairman of the executive committee and of the board of directors. Members of the committee, in addition to Mr. Ethridge, are Edwin W. Craig, WSM, Nashville; Walter J. Damm, WTMJ, Milwaukee; Frank M. Russell, NBC Washington vice-president; Herb Hollister, KANS, Wichita; John Elmer, WCBM, Baltimore.

NAB MAKES STUDY OF NEWS SCRIPTS

BECAUSE of allegations of "biased news broadcasts", Mark Ethridge, retiring president of the NAB, on June 24 requested all stations to submit to the trade association scripts of all news broadcasts for the week of June 20.

"The charge has been made seriously in quarters which cannot be ignored," Mr. Ethridge stated, "that a great many radio stations throughout the country are putting biased news broadcasts on the air. I do not believe it is true, but I am unable, for lack of information, to dispute the statement."

In addition to the request for news scripts for the June 20 week, Mr. Ethridge also asked stations to submit any editorial broadcasts of any kind, together with other material, including remarks of radio commentators aside from those on the networks.

Sunkist Budget Boosted; New Disc Serial Placed

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist oranges & lemons), sponsoring the six-weekly early morning half-hour transcribed *Sunkist Time* on 18 stations in Canada and United States for several months, will change its schedule effective July 9. The firm will continue the present series on a five-weekly basis, and on that date in addition will start a new weekly half-hour early morning transcribed adventure program *The Boy Detective*, written by Herbert R. Conner.

The 52-episode serial, to be heard Saturdays on the same list of stations, is being produced by Lord & Thomas, Hollywood agency handling the account, with cutting by World Broadcasting System, that city. Firm in addition is sponsoring a thrice-weekly five-minute participation in *Norma Young's Happy Homes* on 3 Don Lee network stations (KGB, KFXM, KVOE), for its products division. The firm recently announced an increased advertising budget, with $1,000,000 to be spent for the summer exploitation of oranges and lemons.

Three New Locals Authorized by FCC

Montgomery, Baker, Prescott Are Granted Facilities

THREE new local stations were authorized by the FCC in decisions reached June 22 and announced June 27—one each in Montgomery, Ala., Baker, Ore., and Prescott, Ariz. They brought to 28 the total number of new outlets, practically all of them locals, authorized by the FCC during the first six months of 1938. All of the June 22 grants are effective July 2.

The new Montgomery station, to operate with 100 watts daytime on 1210 kc., was granted to a partnership consisting of John S. Allen and G. W. Covington Jr., each of whom has a 25% interest in WHBB, Selma, Ala., optioned last September along with the 25% interest of J. A. Hughes to Steve Cisler, manager of KTHS, Hot Springs, Ark., and H. A. Shuman, KTHS commercial manager. The WHBB sale has not yet been approved by the FCC. Montgomery station's call letters will be WCOV.

The new station in Baker, Ore., was granted to Louis P. Thornton, of Gresham, Ore., and was authorized to operate with 100 watts night and 250 watts day on 1500 kc. It will be known as KBKR. Mr. Thornton formerly was district superintendent of the Canadian Pacific Railway in Portland.

The Prescott grant went to the Southwest Broadcasting Co., consisting of Albert Stetson, R. L. Webb, C. D. Rhodes, George Norman Hoffman and C. E. Lawrence, local business and professional men. The station was authorized to operate with 100 watts night and 250 watts day on 1500 kc.

In granting the new Arizona outlet, the Commission denied the application of W. P. Steuart, publisher of the *Prescott Courier*, asking for 100 watts full time on 1500 kc., holding that, while both applicants were financially, legally and technically qualified, the station proposed by Southwest "by reason of its greater power when operating during daytime hours will afford a more satisfactory service to residents of the area of Prescott than the station proposed by W. P. Steuart."

A grant to the Southwest Broadcasting Co. group was originally made in January, 1937, but the case was reopened for reconsideration of Mr. Steuart's application. Call letters of KYCA had been assigned.

KQV-WSMK Full Time

FULL-TIME operation of KQV, Pittsburgh, and WSMK, Dayton, which hitherto have operated simultaneously during daytime on 1380 kc. but divided time at night, was authorized by the FCC in a decision June 23 ordered effective July 2. Under the decision KQV, sister station of WJAS and operated by H. J. Brennen, may operate with 1,000 watts until local sunset and with 500 watts at night, utilizing a directional antenna. WSMK is authorized to use 1,000 watts day and night with directional antenna. The decision held there was adequate support in both cities for the full-time stations, but required KQV to use the lower power at night to safeguard WNBC, New Britain, Conn., on the same wave.

WHY KROGER USES KMOX FOR THE ST. LOUIS MARKET

The Time Buyer Says,—

"Successful merchandising of grocery store products requires judicious buying of advertising... buying based on making every advertising dollar pay its own way—*quickly!*"

"Kroger chose KMOX five years ago to "test" radio. The success of this "test" is evidenced by our continued, consistent schedule on KMOX—over 600 programs and 3,117 announcements. With the current schedule of 10 quarter hours weekly, KMOX continues to carry the Kroger radio advertising in the important St. Louis market."

CHARLES "CHIP" ROBERTSON, *Radio Director for the Ralph H. Jones Company, Cincinnati, adds,—*

"Kroger store managers and their customers endorse our station selection. When surveyed they preferred KMOX by an overwhelming majority."

ADVERTISER, DEALER AND CONSUMER *preference for* KMOX *is further evidenced by these facts:*

1. Local radio advertisers spend more money with KMOX than with the other two St. Louis network stations *combined.*

2. Entirely disregarding the tremendous "outside" coverage of its 50,000 watts, KMOX has more listeners in St. Louis than all of the six competing stations *combined!*

KMOX

50,000 WATTS • ST. LOUIS • A CBS KEY STATION

Owned and Operated by the Columbia Broadcasting System. Represented by RADIO SALES:

New York • Chicago • Detroit • Milwaukee • Birmingham • Los Angeles • San Francisco

Bone Asks Courts For Speedy Trial

Claims Suit Against Him Was Filed to Discredit Him

ASKING that the $250,000 damage suit filed against him, his wife, KIRO, CBS and others [BROADCASTING, June 15] be brought to trial as soon as possible, Senator Homer T. Bone (D-Wash.) in his answer charged the action was brought "maliciously" and for the purpose of discrediting him before the people of Washington. Louis A. Wasmer and Archie G. Taft, owners of KOL, Seattle, are the plaintiffs.

The answer and affirmative defense, filed in Pierce County Superior Court, contained a general denial of the charges. The Senator asserted he has never had any financial interest in KIRO.

Saul Haas, Collector of Customs of Seattle, and his wife also were named in the suit. In a separate answer, Mr. Haas denied the conspiracy charges and asked dismissal of the suit. Col. Arthur O'Brien of Seattle, who recently purchased WINS, New York, from Hearst Radio Inc., as attorney for KIRO, filed a motion to have the charges made more definite.

The complaint had charged that Senator Bone and Mr. Haas, formerly his secretary, conspired in November, 1935, to compel the Seattle Broadcasting Co. to surrender control of KOL and, in the event this could not be accomplished, to "cause injury and ruin to plaintiff's business and prestige and destruction to the value of said radio station." Last winter CBS transferred its franchise from KOL to KIRO.

Mr. Haas in his answer alleged that Mr. Wasmer and Mr. Taft, "manage, direct, control and use the facilities of half of all radio stations of the State licensed for commercial broadcasts." Stations listed besides KOL were KGY, Olympia; KGA and KHQ, Spokane; KRKO, Everett, and the "chain network service of KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KMO, Tacoma; KPQ, Wenatchee, and KIT, Yakima."

Senator Bone in his affirmative defense brought out that he was a candidate for reelection to the Senate and alleged that the action had been instituted at this time "not with any idea on the part of the plaintiff that it will recover any judgment herein, but maliciously and for the sole purpose of trying to discredit this defendant before the people of the State of Washington, and with an endeavor to cause his defeat in the coming election."

NBC Cut-in Rates

SUPPLEMENTARY agreements calling for standardization of rates for cut-in announcements sent out to affiliate stations about two months ago by NBC [BROADCASTING, May 1] have been accepted by 110 of its 148 outlets. As 18 of the stations not heard from make no charge for this service, there are only 20 holdouts, according to NBC's stations relations department, which stated that the standardization had been started as a service to network advertisers and that no pressure had been put on stations.

New Home of WFIL Dedicated

FOUR THOUSAND guests, including national, state and city government officials, civic dignitaries, and industrial leaders participated in the dedication of the new WFIL studios and transmitter in Philadelphia June 17. Above (l to r) are Herbert J. Tily, WFIL's chairman of the board, Samuel R. Rosenbaum, president, Philadelphia's Mayor S. Davis Wilson, who threw the switch putting the new WFIL transmitter in operation, and Major Gladstone Murray, general manager of Canadian Broadcasting Corp. At right is illuminated entrance to WFIL's studios in the Wilder Building. Hosts were Messrs. Tily, Rosenbaum, and Donald Withycomb, WFIL general manager. Among the guests were Senator James J. Davis, Gov. George H. Earle, Admiral Watt T. Cluverius, Commandant of the Philadelphia Navy Yard, and Phillip Staples, president of the Bell Telephone Co. of Pennsylvania. There were 17 special broadcasts during the day-long celebration, including salutes over NBC, Mutual and Canadian Broadcasting Corp.

WESLACO STATION SALE IS APPROVED

OWNERSHIP of KGRV, Weslaco, Texas, operating with 1,000 watts full time on 1260 kc., passes into new hands July 2 under a decision of the FCC June 22 authorizing the transfer to O. L. Taylor, Gene A. Howe and T. E. Snowden. Mr. Taylor is president of the Plains Radio Broadcasting Co., licensee of KGNC, Amarillo, and KFYO, Lubbock, Texas. Mr. Howe is president of the Globe-News Publishing Co., publishing the *Amarillo Globe-News*, *Lubbock Avalanche* and other newspapers. Mr. Snowden is a lumberman of Atchison, Kan.

The purchase price was $54,000, the property being bought from M. S. Niles heading a group of stockholders. Mr. Taylor and Mr. Howe will each hold 107 shares of stock in the new KRGV Inc., and Mr. Snowden will hold 106 shares. It is planned under the new ownership to establish new remote control studios in Harlingen and McAllen, with Mr. Taylor becoming general manager and Mr. Niles remaining with the station for two years.

Charges on Programs, Especially Lottery, Lead To Temporary Renewal

ANOTHER batch of temporary license renewals based largely on program complaints, was announced June 23 by the FCC.

Becoming particularly active on alleged "lottery" programs involving purported variations of the "Bingo" game, the FCC designated several license renewals for hearing because of complaints involving such programs.

KGGC, San Francisco local, was granted a temporary renewal and set for hearing because of allegations of lottery broadcasts, alleged lease of station facilities, alleged illegal sale of the station to S. H. Patterson and William C. Grove, alleged objectionable medical and labor programs and purported solicitation of funds.

WMBC, Detroit, was designated for hearing because of a purported game of chance program described as "Finwald" and WAAB, Boston, was given a temporary renewal because of complaints involving purported lottery programs on allegations made by Lawrence J. Flynn, according to Commission records.

FREE & PETERS Inc. reports that its New York and Eastern billings for June, July and August, 1938, show a substantial increase over the same months of 1937. Scheduled billings for the period, compared with actual volume last year, show increases for June of 5%, July 13%, August 40%.

FCC May Issue Political Formula

Arnoux Petition Starts Study Of the Campaign Dilemma

AS A RESULT of a petition filed by Campbell Arnoux, manager of WTAR, Norfolk, Va., the FCC is considering preparation of rules and regulations to aid broadcast stations in solving the perpetual political dilemma arising out of purportedly vague clauses in Section 315 of the Communications Act.

Chairman McNinch announced June 23 that the Commission had considered the matter of campaign broadcasts at its June 22 meeting and that it is studying the advisability of providing formula for guidance of stations in handling the delicate situations that arise frequently during primary and election campaigns.

Mr. Arnoux's petition, filed June 21 by his attorney, Eliot C. Lovett, pointed out that Section 315 requires the FCC to make rules and regulations covering campaign broadcasts but that no such rules had ever been handed down although the statute was enacted June 19, 1934. He claimed that because the FCC "had been remiss in its duty under the law, all stations are in constant jeopardy and in danger of being penalized if their own interpretation be challenged by a dissatisfied candidate."

Troublesome Phrases

Among phrases in the law which he characterized as vague and susceptible to various interpretations were: "legally qualified candidate"; "use" of broadcast facilities; "equal opportunities". Particularly dangerous, he said, is the section which reads: "Provided that such licensee shall have no power of censorship over the material broadcast under the provisions of this section." He explained that he interpreted this sentence under the theory that no statute can condone the commission of a felony (criminal libel or slander), thus assuming the right to delete statements deemed libelous or slanderous.

With primary campaigns in many parts of the nation, Mr. Arnoux said the need for promulgation of rules and regulations is vital at this time. WTAR, he added, follows a rule of "first come, first served" as to any or all available time.

Changes KXBY to KITE

AS THE first moves in his task of reorganizing KXBY, Kansas City, Manager D. E. (Plug) Kendrick has procured from the FCC, effective July 1, authority to change call letters to KITE and has appointed Eugene C. (Gene) Wyatt as commercial manager. Mr. Wyatt for the last four years has been with KPRC, Houston, and before that was with various stations in the South. Also appointed was Everett L. Dillard as technical supervisor and as managing director of First National Television Inc., school adjunct of the station. Mr. Kendrick took over the management of KXBY in latter May.

KVAK are the call letters assigned by the FCC for the new station recently authorized at Atchison, Kan. [BROADCASTING, June 15].

TO EDUCATE— FIRST *WIN* YOUR AUDIENCE

A fifth of NBC time on the air consists of educational programs —planned to attract listeners

A distinguished professor used to say that "the human mind has an infinite capacity to resist the inculcation of knowledge." NBC holds that this is only a part truth. It is true that people resist "forcible feeding" methods in education. But NBC has repeatedly proved that the public readily absorbs information—if it is interestingly presented.

In providing educational programs, NBC always considers the nature of radio, and the nature of people. Nothing is so easy to walk out on as a radio program. Nothing will be followed more carefully if properly planned.

Calls for Special Resources

To interest and educate calls for the highest skill of persons thoroughly versed in the complex profession of broadcasting. The successful application of such skill requires large expenditures and access to special talent.

NBC proudly points out that about one fifth of its time on the air is educational. But NBC takes even more pride in the all-important fact that an immense number of people *listen* to its educational programs, because they are interesting. NBC's fixed policy is to provide as much cultural activity as it appears the public will absorb.

Some of NBC's Educational Features

AMERICA'S TOWN MEETING OF THE AIR—A full hour discussion of important questions of the day by leading authorities. (Broadcasts during the summer from summer sessions of leading universities.)

NBC MUSIC APPRECIATION HOUR—Dr. Walter Damrosch's famous program has recently concluded its 10th season.

UNIVERSITY OF CHICAGO ROUND TABLE—Specialists discussing contemporary issues informally.

THE WORLD IS YOURS—Dedicated to the increase and diffusion of knowledge among men, presented in cooperation with the U. S. Office of Education.

NBC HOME SYMPHONY—The listener joins program as a member of the orchestra.

GREAT PLAYS—The chronological development of the drama, illustrated by representative great plays.

NBC MUSIC GUILD—Works in the larger forms for smaller instrumental groups.

THE CHILD GROWS UP—Presented in cooperation with the Children's Bureau of the Department of Labor.

SCIENCE ON THE MARCH—Discussion of progress in the fields of scientific endeavor.

YOUR HEALTH—Dramatized health messages, presented in cooperation with the American Medical Association.

THE STORY BEHIND THE HEADLINES—History behind contemporary events.

THE DEVIL TAKES THE HINDMOST—Applying psychological principles to our everyday problems.

NBC RADIO GUILD—Revivals of plays that have had general acceptance.

FUN IN MUSIC—Fun while learning to play musical instruments.

SCIENCE VERSUS CRIME—How science helps to combat crime.

AMERICAN PORTRAITS—Outstanding personalities in American History.

CAMPUS COMMENT—The Campus attitude toward student and public problems.

AMERICA'S SCHOOLS—What is happening in the educational world.

ADVENTURE IN READING—The stories behind the authors of good books.

SCIENCE IN THE NEWS—News in the world of science.

THE ROVING PROF.—Little known sidelights of life in the Orient.

MADRIGAL SINGERS—Early vocal and instrumental music.

EDUCATION IN THE NEWS—Presented in cooperation with U. S. Office of Education.

STUDENT SCIENCE CLUBS—Students interview scientific experts.

FLORENCE HALE'S RADIO COLUMN—Heart to heart talks with parents and teachers.

PULITZER PRIZE PLAYS—Contemporary American dramatic literature.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Wages-Hours Act Touches Radio in Certain Portions

Maximum Hour Clause Among Those Affecting Stations

ALTHOUGH the Fair Labor Standards Act of 1938, better known as the Wages and Hours Law, is intended primarily to apply to the production of goods for interstate commerce, legal experts consulted by BROADCASTING point to certain definitions of the Act as indicating that it may apply to radio and advertising services. The term "commerce," for example, is defined in the Act to mean "trade, commerce, transportation, transmission, or communication among the several States or from any State to any place outside thereof."

Because the radio and advertising fields are known to pay well above the minimums set forth, the minimum wage provisions are not believed to affect many employes in those fields. The maximum hour provisions however, may require adjustments in a few instances, and will require compliance with provisions for the maintenance of detailed records.

Classes Exempt

Definitely exempt from operations of both wages and hours provisions is "any employe employed in a bona fide executive, administrative, professional, or local retailing capacity, or in the capacity of outside salesmen (*as such terms are defined and limited by regulations of the Administrator*)." What employes or classes of employes in a radio station or an advertising agency will be so classified remains to be seen after the Act becomes effective and the Administrator begins operating.

The Act goes into effect 120 days after the President's signature, which means some time next October, and is to be administered by a new Wage and Hour Division in the Department of Labor under an administrator to be appointed by the President. Subject to Civil Service regulations, the Administrator may establish regional, local or other agencies, and he or his designated representatives may investigate data regarding the wages, hours and other practices of employment in any industry subject to the Act.

Minimum wages set forth are not less than 25 cents an hour for the first year, not less than 30 cents an hour for the next six years and not less than 40 cents an hour after the seventh year.

The maximum hours provision specifies a maximum workweek and prohibits the employment of any employe for any longer period unless he is paid overtime at a rate not less than 1½ times his regular pay rate. During the first year the permissible workweek is established at 44 hours; during the second year 42 hours; thereafter, 40 hours. No general limitation on *daily* hours is specified and presumably the total hours in the prescribed workweek may be distributed among the days of the week as the necessities of the work require.

The hours provision contains two limited groups of exemptions. The first permits employment without the payment of overtime up to 12 hours in any workday or 56 hours in any workweek for particular limited periods in certain cases: Where there is a collective bargaining agreement with a labor union, certified as bona fide by the National Labor Relations Board, and the union agreement limits employment to 1,000 hours during any 26 consecutive weeks, or to 2,000 hours during any 52 consecutive weeks, the employer may during such periods require his employes to work up to 12 hours a day or 56 hours a week without paying overtime. Where the Administrator determines that a particular industry is "of a seasonal nature," the employer may require work up to 12 hours a day or 52 hours a week without payment of overtime for not more than 14 workweeks. The second group of exemptions includes specified industries, such as dairying, canning, etc., and obviously does not apply to radio.

The NAB reported June 24 that it had secured an informal opinion from Gerald D. Reilly, solicitor of the Department of Labor, that the wage and hour law would affect the broadcasting industry, excepting bona fide executives, administrators and professional workers and employes acting in a local retailing capacity.

Mr. Reilly told the NAB the administrator could appoint a wage board representing the broadcasting industry, broadcasting labor and the public, but he said the administrator probably will be so busy with the so-called sweated industries that he will not likely turn to radio for some time.

Government Use of Waves Criticized; Jolliffe Tells of Television Advance

OBJECTIONS to the preponderance of allocations of ultra-high frequencies from 100,000 to 300,000 kc. to Government services under FCC General Order No. 18 were raised by representatives of private communications companies at hearings on the order held June 20-23 before a special committee of the FCC comprising Chairman McNinch and Commissioners Sykes and Walker.

Ultra-high frequency broadcasting, assigned to lower bands, did not come into the discussions which covered all the service allocations to services between 10 and 300,000 kc. promulgated under the order of Oct. 13, 1937, to go into effect exactly a year later. [Complete table of allocations was published in the 1938 BROADCASTING Yearbook]. Television allocations, however, were considered in detail with Dr. C. B. Jolliffe, chief of the RCA frequency bureau and former FCC chief engineer, outlining the present and prospective status of television.

It was the main contention of the company representatives—who included spokesmen for RCA Communications, Mackay Radio & Telegraph Co., Aeronautical Radio, Press Wireless and International Business Machines Corp.—that more of the 100,000-300,000 kc. band should be left open for research and experimentation without any allocations to specific services.

Most of the testimony indicated there was little objection to the assignments below 100,000 kc., and the hearing was confined to consideration of the bands from 60,000 to 300,000 kc. It was the main contention of those representing fixed services, such as communications and aviation, that there was a paucity of assignments for their future development above 100,000 kc.

Jolliffe on Television

While stressing that no forecast of public acceptance of television could be definitely made, Dr. Jolliffe told the June 21 session only minor obstacles stand between final determination of television standards in regard to transmission and reception equipment and methods so they can be arrived at in a comparatively short time.

He told of the present status of television and outlined steps in the improvement of the art of television in the past few years. He stated that from his observations last spring in Europe, particularly England, the United States is producing as good, if not better, visual broadcasts than foreign nations.

Dr. Jolliffe denied that television is lagging behind other services and emphasized that its problems were more complicated than those of any other radio service. He said that with present knowledge television transmitters with a power in the neighborhood of 10,000 watts could be built up to 70 megacycles, but between 67 and 72 megacycles the efficiency falls off and the power is limited to about 5,000 watts. Above 72 to 108 megacycles experimental transmitters have been able to use around 1,000 watts, but above that, in the frequencies beyond 150 megacycles, only a few watts output can be used. He cited that future developments of tubes may change this picture.

The large allocation to television, particularly in the ultra-high band above 100 megacycles, was criticized by Walter Lemmon, teletype engineer of the International Business Machines Corp., during his testimony June 22. He said a single television band of 6,000 kc. would produce more than 1,000 telegraphic multiplex channels and asserted other services in radio needed the space badly. He endeavored to show that television was a long way off and that other services could not be deprived of the space.

Mr. Lemmon also warned the FCC that the high cost of television stations, such as the $500,000 CBS transmitter, atop the Chrysler Bldg. in New York, would inevitably lead to a monopoly. He stressed that only one or two companies could afford to make such investments and as a result a monopolistic condition would be created. RCA General Attorney Frank Wozencraft, in cross-examination, however, pointed out that a number of companies, including NBC, CBS, Philco, Farnsworth and others, were engaged in television testing today.

APPLICATION to the FCC for the sale of control of WHEF, Kosciusko, Miss., to Roy L. Heidelberg, owner of hotels in Jackson, Miss., and Baton Rouge, La., has been withdrawn by J. E. Wharton. Mr. Heidelberg recently bought a minority interest and later applied to buy the remainder for a reported price of $10,000.

Jolliffe, Heising Named Nominees to IRE Post

DR. C. B. JOLLIFFE, chief of the frequency bureau of RCA and former chief engineer of the FCC, and A. A. Heising, radio research engineer of the Bell Laboratories, have been nominated for the 1939 presidency of the Institute of Radio Engineers. Balloting will take place by mail this fall and votes will be counted in November.

Nominated for the honorary vice-presidency, which annually goes to a distinguished foreigner, were Dr. P. O. Pedersen of the University of Denmark and G. A. Mathieu, managing director of Polski Zaklady Marconi of Poland.

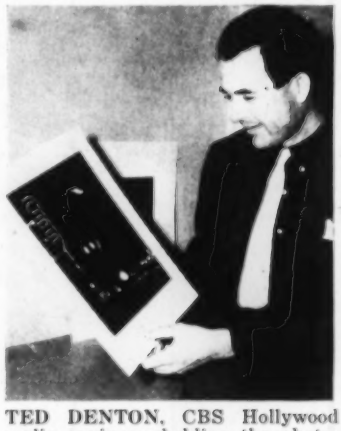
Six directors nominated, three of whom are to be elected for three-year terms, are H. A. Chinn, CBS; Virgil M. Graham, Hygrade Sylvania Corp.; R. A. Hackbusch, Stromberg-Carlson Co.; F. B. Llewellyn, Bell Laboratories; A. F. Murray, Philco Radio & Television Corp.; B. J. Thompson, RCA Mfg. Co.

Jett Named to Board

FCC Chief Engineer E. K. Jett has been designated as the Commission's representative on the Interdepartmental Radio Advisory Committee, succeeding Commissioner T. A. M. Craven, who served on it while chief engineer. The committee comprises radio experts of the Federal departments and bureaus who aid in formulating governmental policies regarding technical phases of radio. Its chairman is Judge E. O. Sykes of the FCC and its secretary is Gerald C. Gross, chief of the FCC's International Section.

Royal Lace to Resume

ROYAL LACE Paper Works, Brooklyn, N. Y. (Roylies, lace paper doilies), is making plans to resume its five-minute transcription campaign in the fall. Frequency will vary with stations, discs to be heard, one, two or three times weekly on a list of 15 or more stations. Agency is Lawrence C. Gumbinner, New York.



TED DENTON, CBS Hollywood audio engineer, holding the photograph that won him first prize of $25. in the recently concluded contest for the best picture of Columbia Square, new West Coast headquarters of the network. The contest was limited to employes of CBS Hollywood studios. Photo is titled "Opening Night".

12 Stations Accept Spot Market Plan

Rambeau Polishing Details of Major Market Promotion

NEW to station representation is Major Market Spot Stations, a plan of merchandising service and representation designed to standardize market data of regional stations in 20 to 24 key markets throughout the United States. Devised by William G. Rambeau, of William G. Rambeau Co., [BROADCASTING, June 15], the plan has been accepted by 12 regional stations since its recent presentation.

Mr. Rambeau

MMSS (trade mark of the plan) will be financed jointly by the stations and the Rambeau firm which will pay 16⅔% of the net total of commissions received while the stations will pay 2½% of the net volume of their national spot business. This separate promotion fund will be administered in the interest of MMSS and a monthly accounting of all expenditures will be made to participating stations.

On this basis, 20 major market stations with an average of $100,000 net volume of business each will put $100,000 in the research, sales promotion and advertising fund. Included is the annual expenditure of $12,000 for the publication and maintenance of the *Major Market Radio Manual* which will supply advertisers and agencies with standard, up-to-the-minute data on key markets.

Needs of Spot Radio

During the presentation of MMSS to station managers, Mr. Rambeau stressed that spot radio is getting but 4½c of the national advertising dollar, while networks get 10c and newspapers 27c. Stating that on a typical network station, 39 quarter-hours of evening time bring the station $1,248 net, while the same time on a spot basis would net the station $2,085, Mr. Rambeau emphasized that if only one half of the difference were charged to sales costs the station would pay twice as much for network sales as for spot sales.

The needs of spot radio are a better organized sales plan, more creative selling, better servicing of accounts, sales promotion of audience tested programs, extra push to counteract summer slump, more effective promotion of transcription sales, organized market research and analysis, and a general advertising campaign, according to Mr. Rambeau.

A unique feature of MMSS is the maintenance of a program department to promote the sale of "audience tested" features and act as a clearing house for the exchange of program information. MMSS will maintain a transcription library of available station programs. "The purpose of our program department", Mr. Rambeau said, "is to make the MMSS stations individually and collectively the best known test stations in the United States."

Sales promotion will include a station manual of standardized data made by the MMSS research and sales department. A condensed edition of the manual will be issued salesmen and stations. A radio advertising directory and individual station folders will be distributed. Mailing pieces which will define and explain spot broadcasting will be sent to advertisers, schools, and the general public.

MMSS, which has been endorsed by leading advertisers and advertising agency executives, will be in full swing by Sept. 1, according to Mr. Rambeau, who has moved his family to New York and will head the firm's New York office. The Chicago office will be directed by William H. Cartwright.

Denying that he was trying to form a spot radio network, Mr. Rambeau said that he would favor no sales plan that might detract from the flexibility of spot radio, which he considered its greatest asset. "While the grouping of key stations for standardization of material will be the means of securing contracts for the entire group," he said, "the Rambeau organization will promote each station on its merits."

A WOMAN announcer interviews passengers on the Zipper's run between Villa Grove and Tuscola, Ill., for WDZ, Tuscola. The 15-minute *Woman-on-the-Train* program, now sponsored, is broadcast by shortwave direct from the train, and was originated by Manager Clair B. Hull when he discovered Tuscola's heaviest traffic passed over the rails and not the streets. It is one of the oldest features on WDZ's schedule, although originally announced by a man.

TRUMAN BRADLEY, announcer of the CBS *Ford Symphony Hour* has been signed by M-G-M to a film-radio contract and will go to Hollywood this fall.

RUNS BY RADIO

Texas Sponsor Uses Air to Boost Candidacy

W. LEE O'DANIEL, Texas flour mill owner and radio sponsor, is demonstrating the selling power of radio as he uses WBAP, Ft. Worth, to promote his candidacy for governor.

When Mr. O'Daniel announced his candidacy, newspapers steered off, not taking the announcement seriously. But when he opened his campaign in Waco recently to a crowd of 15,000, eyes opened. Radio had been used solely to build up the campaign opener.

Texas papers now are sending their men to cover the showman's campaign tour, during which Mr. O'Daniel drives into a community with his luxurious sound truck, parks on the courthouse square, and intersperses his talk with music by the *Hillbilly Boys*, a part of his regular WBAP flour program.

Radios Are Most Popular Appliances On Rural Projects, Government Finds

RADIO SETS are the most popular electrical appliances with customers of electrical projects financed by the Rural Electrification Administration, according to a survey of 46 REA projects now in operation.

Seventeen of every 20 farm homes on these power lines have radio sets, the REA figures reveal. They were obtained from questionnaires distributed to 26,950 farm and residential customers, with a 64% return of questionnaires. All projects surveyed had been in operation an average of eight months. Geographical distribution was sufficiently wide to be representative of every principal region.

On 38 of 46 projects surveyed, radio ranked first in popularity among electrical appliances, and was a close second on eight other projects.

In the case of eight projects, radio saturation amounted to 90% and over; on 20 projects the percentage was 85-90; on 12 projects, 80-85%; on five projects, between 70% and 80%, with one showing a percentage of only 64.

The REA found only slight variations in radio saturation among REA projects in various parts of the country. The Ohio Pioneer project shows the heaviest concentration with 95%. Next are Wright Co., Iowa, and Rutherford Co., Tennessee, with 90.6%. An Oklahoma project shows 89.8%, a Georgia project, 89%, Bonner Co., Idaho, 88.7%.

These figures compare with the estimate of the American Institute of Public Opinion [BROADCASTING, Jan. 1] which showed that 56% of all American farms had radios at the beginning of this year. This 56% was considered by the Institute as a remarkable increase in rural radio saturation inasmuch as the 1930 census figures showed only 21%.

Costs Cut Down, Too

The REA explains that its statistics do not reveal the full effect of rural electrification on radio reception. It points out the cost of operating sets has been reduced; quality and power of reception have been improved; high line energy has added to convenience and reliability.

These changes, according to REA, leave radio an inexpensive but dependable instrument contributing to the culture, education and entertainment of the farm family. It brings crop and market information to the farmer, who previously waited days and weeks for such news. Radio repays its cost many times, REA claims.

While the survey covered 56 operating projects as of April, 1938, the REA now has some 250 projects in actual operation.

In the June issue of *Rural Electrification News*, REA organ, John W. Studebaker, U. S. Commissioner of Education, writes that experience indicates radio is almost always the first appliance put on newly-electrified farms.

ALASKAN STATION GRANTED BY FCC

CENTRAL Alaska's first broadcasting station, to be located in Fairbanks and to operate full time with 1,000 watts on 610 kc., was authorized by the FCC June 18—the first new station grant to be made this year without a hearing. President of the Midnight Sun Broadcasting Co., holder of the construction permit, is Capt. A. E. Lathrop, a leading busines man of Alaska and a pioneer mining man who is reputed to be a millionaire. He holds 224 of the 250 authorized shares of stock. Call will be KFAR.

Capt. Lathrop is publisher of the *Fairbanks News-Miner* and president of the First Bank of Cordova, Alaska; the Cordova Commercial Co., department store; the Glacier Sea Foods Co., salmon packers of Cordova; the Lathrop Co., operating apartment houses and motion picture theaters in Fairbanks, Anchorage and Cordova, and the Healey River Coal Corp., Suntrana, Alaska. Associated with Capt. Lathrop in the venture as minority stockholders are Miriam Dickey, his private secretary; Don M. B. Alder, manager of the Empress Theater, Fairbanks; Paul J. Rickert, owner of the Fairbanks Gardens; Arthur S. Brown, Fairbanks jeweler, and Edward F. Medley, Seattle attorney.

Ethyl Testing

ETHYL GASOLINE Corp., New York (petroleum products), using radio for the first time, on June 26 started a test campaign on KFWB, Hollywood, with a weekly 45-minute variety show, *Curtain Calls*. Contract is for 13 weeks with option. It is understood that the program will be released transcontinentally over CBS if test is successful. Paul McElroy, advertising manager of Ethyl Corp. New York, was in Hollywood to supervise start of the series. Featured on the show are Leon Leonardi's orchestra, Paul Keats, Alice King and Christine Wells, vocalists. Lee Cooley produces the program and is also master-of-ceremonies. Agency is Pacific Market Builders, Los Angeles.

Musterole's Fall Plans

MUSTEROLE Co., Cleveland, on Oct. 10 will start *Carson Robison and His Buckaroos* on a 34-station NBC-Blue network, to be heard for a half-hour on Monday evenings. The new show will add a script continuity to the hillbilly theme. It will also be heard by transcription on WLW, Cincinnati, on Tuesday evenings, and other transcription stations may be added during the winter. Agency is Erwin, Wasey & Co., New York.

Finance Firm on 15

NATIONAL FUNDING Corp., Los Angeles (finance), a heavy user of radio time, on June 15 started for 52 weeks participation five times weekly in *Going Places*, on KFI, that city. Firm in addition is using from five to 15 spot announcements daily on KFRC KHJ KGB KERN KPMC KMJ KFAC KMPC KEHE KGFJ KROW KLS KFXM KFOX. Smith & Bull, Los Angeles, has the account.

Television Leads Discussion Topics At IRE Meeting

Nine Papers on Visual Radio Heard by 1,500 Engineers

TELEVISION, far more advanced as a technical reality than as a commercial possibility, and ultra-high frequencies, were again major topics of discussion at the 13th annual convention of the Institute of Radio Engineers in New York, June 16-18, with two afternoon sessions devoted entirely to television. Nine papers on the year's developments in visual broadcasting were on the agenda, and some engineers took time out to visit the new Kolorama Laboratories in Irvington, N. J. to view its television equipment.

Dr. Dellinger

It was the largest convention ever held by the IRE, with more than 1,500 members attending and with a program of 49 papers that necessitated some simultaneous sessions. The papers covered all aspects of radio engineering from highly theoretical research studies to practical applications.

Prizes Awarded

Haraden Pratt, of the Mackay Radio & Telegraph Co., IRE president, presented three awards. The annual Institute Medal of Honor went to Dr. John H. Dellinger, radio chief of the Bureau of Standards, for his contributions to the development of radio measurements and standards, his researches and discoveries of the relation between radio wave propagation and other natural phenomena, and his leadership in international conferences on telecommunications.

The Morris Liebmann Memorial Prize went to George C. Southworth, Bell Laboratories, for his theoretical and experimental investigations of the propagation of ultrahigh frequency waves through confined dielectric channels and his development of a technique for the generation and measurement of such waves.

The special prize of $100 for the best paper of sound technical merit published in the IRA *Proceedings* during 1937 was awarded to A. L. Samuel, Bell Laboratories, for his paper on "A Negative-Grid Triode Oscillator and Amplifier for Ultra-High Frequencies".

Among papers of greatest interest to broadcast engineers were: a description of the transmitter of WHAS, Louisville, first commercial transmitter utilizing the Doherty high-efficiency amplifier installed in a completely new plant designed for expansion from 50 kw. to 500 kw., given by W. H. Doherty, Bell Laboratories, and O. W. Towner, WHAS chief engineer; a paper on design requirements for broadcast studio audio-frequency systems, by H. A. Chinn, CBS; a discussion of recent developments in radio transmitters, by J. B. Coleman and V. E. Trouant, RCA; a paper on the radio-frequency voltages encountered by the insulating material of broadcast tower antennas, by G. H. Brown, RCA; a description of the technical equipment of the new KYW studios, by A. G. Goodnow, Westinghouse; a study of effects of ionosphere storms on radio transmission, by S. S. Kirby, N. Smith and T. R. Gilliland, Bureau of Standards; a talk on factors affecting selection of a transmitter site, by W. B. Lodge, CBS.

A new antenna system designed for noise reduction was explained by V. D. Landon and J. Reid, RCA; W. S. Duttera, NBC, discussed tests made on coaxial transmission-line insulators; a system of recording on lacquer-coated discs for immediate reproduction was described by H. J. Hasbrouck, RCA, who also discussed a new high-fidelity pickup for reproducing later records; R. N. Harmon, Westinghouse, described the low-angle antenna array of KDKA; the experience of NBC in developing mobile field intensity measuring equipment from 1932 to the present was related by W. A. Fitch, NBC; automatic selectivity control responsive to interference was described by J. F. Farrington, of the Hazeltine Corp., and C. G. Dietsch, NBC, described the operating characteristics of radio-frequency transmission lines as used with radio broadcasting antennas, using the new W3XAL shortwave transmitters as an example.

Television papers included: A study of the various types of video-frequency detectors, by W. S. Barden, RCA; a discussion of the problems encountered in building the RCA-NBC television mobile units, by John Evans and C. H. Vose, RCA, and H. P. See, NBC; an explanation of the DuMont television system, by T. T. Goldsmith Jr., DuMont Laboratories; a description of the image Iconoscope, with a sensitivity six to ten times greater than that of a standard Iconoscope, by V. K. Zworykin, H. Iams and G. A. Morton, RCA, with R. B. Janes and W. H. Hickock, RCA, discussing recent improvements in Iconoscope design.

Contrast in Kinescopes, the art of obtaining clear contrast in images, especially through the reduction of halation, was discussed by R. R. Law, RCA. L. S. Nergaard, RCA, gave a theoretical analysis of single side band operation of television transmitters. H. A. Wheeler, Hazeltine, described wide-band amplifiers for television. Dr. Zworykin and J. A. Rajchman, RCA, discussed the design and performance of electrostatic electron multipliers.

Broadcast Engineers Attending

T. S. Baker, Hearst Radio; A. W. Balling, WHAM; M. Bates, KOIL-KFAB; F. Bauer, KWTO-KGBX; L. S. Bookwalter, KOIN-KALE; R. A. Bradley, CBS; W. A. R. Brown, NBC; M. W. Bullock, KOIL; J. E. Burrell, NBC; L. H. Carr, KSTP; A. B. Chamberlain, CBS; H. A. Chinn, CBS; R. W. Clark, NBC; M. H. Clarke, WHEC; L. R. Clements, CBS; N. J. Close, NBC; E. K. Cohan, CBS; R. D. Compton, NBC; K. R. Cooke, WGBI; C. G. Dietsch, NBC; F. M. Doolittle, WDRC; G. Driscoll, WHAM; V. J. Duke, NBC; R. S. Duncan, WHP; W. S. Duttera, NBC; J. N. Dye, CBS; W. C. Ellsworth, KYW; J. B. Epperson, WNOX-WMPS; W. A. Fitch, NBC; K. E. Flanter, WHN; M. Freundlich, CBS; D. W. Gellerup, WTMJ; L. H. Gilbert, WNBF; E. D. Goodale, NBC; J. H. Greenwood, WCAE; J. L. Grether, WTAR; H. C. Gronberg, NBC; H. Grossman, CBS; R. F. Guy, NBC.

M. J. Haas, CBS; J. Herold, WOW; R. H. Herrick, WINS; J. Hetland, WDAY; H. Hulick, WPTF; J. M. Hollywood, CBS; V. N. James, CBS; J. J. Keel, WOR; J. G. Keyworth, WELI; F. E. Knaack, WMCA; W. J. Kotera, WOW; T. J. Lemmo, WLTH; P. A. Loyet, WHO; H. G. Luttgens, NBC; R. S. Lyon, WOR; T. J. MacLeod, CBS; M. E. Markell, WHN; I. A. Martino, WDRC; K. A. McLeod, WDRC; P. D. Meehan, NBC; M. R. Mitchell, WJR; W. H. Moffat, CBS; L. R. Moffet, NBC; A. R. Moler, KMBC; R. A. Monfort, NBC; R. M. Morris, NBC; H. B. Mouatt, WHEC; L. H. Nafzger, WBNS; G. M. Nixon, NBC; W. O'Brien, WHAM; F. Orth, CBS; P. H. Osborn, W2XMN; E. G. Pack, KSL; J. D. Parker, CBS; L. A. Paulsen, CBS; S. L. Peck, NBC; R. M. Pierce, WGAR; E. R. Piore, CBS; R. J. Plaisted, NBC; T. C. J. Prior, WJAR; A. W. Protzman, NBC; C. F. Quenton, WMT; J. A. Rado, CBS; J. C. Randall, WTIC; W. C. Resides, NBC; E. J. Rhoad, WQXR; I. B. Robinson, Yankee Network; J. Ross, Hearst Radio; S. Sabaroff, WCAU; C. D. Samuelson, WOR; E. R. Sanders, WTIC; F. Schuman, KMBC; E. O. Seiler, WHAM; H. See, NBC; C. Singer, WOR; G. E. Sleeper, CBS; H. M. Smith, CBC; R. R. Taylor, WSAN; O. W. Towner, WHAS; R. D. Valentine, WQXR; S. E. Warner, WBRY; R. A. Webster, WXYZ; D. B. Whittemore, NBC; E. C. Wilbur, NBC; J. T. Wilner, CBS; J. W. Wright, KSL; N. J. Zehr, KWK.

Exhibitors at IRE Convention

Products of some 25 manufacturers were displayed at the IRE convention held June 16-18 in New York. Of special interest to radio engineers were the following exhibits:

Amperex Electronic Products, Brooklyn—Water-Cooled transmitting tubes (846, 858B, 220C, 232B) and air-cooled tube (279A).

American Transformer Co., Newark—Precision audio transformers with 80 db magnetic shields, gas-filled audio components, crest rectifiers and thyraton controlled voltage regulators.

Fairchild Aerial Camera Corp., Jamaica, N. Y.—Disk sound-recording equipment and sound-reproducing equipment.

General Radio Co., Cambridge, Mass.—732-B distortion and noise meter and type 732-Pl range extension filters for distortion measurements at six different frequencies (50, 100, 400, 3000, 5000 & 7500 cycles); also oscillators, standard signal generators, condensers, resistors, amplifiers, bridges and other audio-frequency and radio-frequency instruments.

United Transformer Corp., New York—Equalizer panels, modulation transformers, linear standard-audio components, ouncer series high-fidelity units, varitran voltage control devices, and nemo and monitoring amplifier kits.

RCA Mfg. Co., Camden—New directional microphone with its long-range pickup, distortion measuring equipment, phase meters, portable amplifiers, and recording and play-back equipment.

Weston Electrical Instrument Corp., Newark—Portable and panel type electrical measuring instruments and accessories.

Isolantite Inc., Belleville, N. J.—Ceramic insulators, inductance forms, strain insulators, co-axial transmission line and fittings.

Western Electric (Graybar) New York—Terminal of synchronizing equipment for broadcast purposes.

Daven Co., Newark—Universal gain set type 685, potentiometers, rotary switches, attenuators, volume indicators, faders and output meters.

Ferris Instrument Corp., Boonton, N. J.—Signal generators and microvolters, noise and field strength meters, and r. f. calibrators.

American Lava Corp., Chattanooga—Low loss ceramic material for transmitters, insulators for instrument manufactures, condensers and resistors.

Cornell-Dublier Electric Corp., S. Plainfield, N. J.—Capacitors, mica, paper, wet and dry electrolytics.

Kellogg May Use 117

KELLOGG Co., Battle Creek, has transferred its Cornflakes account from N. W. Ayer & Son, Chicago, to J. Walter Thompson Co., that city. It is understood from reliable sources that a campaign of five-minute transcriptions on 117 stations will be used along with other radio totaling an expenditure of $750,000.

Mechanical Video Scanner Exhibited

IRE Delegates See System of Kolorama Laboratories

By BRUCE ROBERTSON

TELEVISION with a mechanical scanner was demonstrated to members of the Institute of Radio Engineers during their recent convention by Kolorama Laboratories, an independent organization for television research, at its plant in Irvington, N. J. A standard newsreel was used for the test, projected from the rear on a screen 3x4 feet. Pictures were black and white and reasonably clear, although the scanning lines were visible across the screen and there was a flicker. Frank Goldbach, Kolorama chief engineer, in charge of the demonstration, said this was the first public demonstration and equipment was still far from perfect.

Pictures were scanned by a single dot method, using 225 lines, interlaced two to one, giving 112½ lines per field, with 24 fields. Mr. Goldback said he was unable to give a detailed explanation of the apparatus because of the patent situation, but he expressed confidence that when the interlacing is perfected the 225-line mechanical system will produce pictures comparable to those of the 441-line electronic system employed by the RMA. This he explained, is because in mechanical scanning the spot is rectangular and remains constant in size, whereas in electronic scanning the spot contracts and expands.

What Its Backers Claim

Several advantages are claimed for the mechanical system by its backers. First, it requires only 250,000 cycles, as compared to the 2,500,000 cycles required by the 441-line, 60-field, electronic system. This means that the effective range of television transmission could be extended to hundreds of miles, instead of the 50-mile limit of electronic television. Network television is also financially feasible with the mechanical system, as two or three programs could be carried on a single coaxial cable, it was said.

The demonstration was not an actual broadcast, but the signals were carried from transmitter to receiver by wire, as the company has no experimental broadcast license, although Mr. Goldbach said it expected to apply for one shortly. In addition to the 3x4 foot images, the pictures were also shown on a screen measuring 4x5 feet and finally projected on a curtain 10 feet square. The latter images were weak and blurry, which was partly due to lack of a strong enough light source, according to Mr. Goldbach. He said that while the company did not intend to build receiving sets, it had estimated a cabinet 2x3x4 feet, containing a receiver and a light source, and projecting images on a screen 18x24 inches at the front of the set, could be manufactured to retail for not more than $250. The actual receiver, he stated, could be housed in a two-foot cube.

Kolorama Laboratories personnel includes Emil A. Kern, executive vice-president; Stewart L. Clothier and Harold C. Hogencamp, research engineers; George Ruckstuhl, broadcast engineer, and a staff of mechanicians and optical experts.

"8-BALL" AND "SALT-SHAKER"

. . . now give you still greater value!

These two mikes have won wide popularity with broadcasters because they've always given *value*—high quality at low cost!

Now they give you still more for your money. The price of the famous "8-Ball" has been reduced. And the "Salt-Shaker" is given new flexibility by means of the new 311A plug. This permits quick removal from, or attachment to the 442A Jack—just like the "8-Ball."

Between them, these two Western Electric mikes meet practically every broadcasting need. Can you afford to get along without their quality pick-up?

NEW CONVENIENCE

The 311A plug (center) makes the "Salt-Shaker" as flexible as the "8-Ball." It fits the 442A Jack (bottom).

Distributed by Graybar Electric Company

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New Radio Picture

A BRAND new picture of broadcasting as an industry was painted in broad strokes during the last few weeks when the FCC made public several basic inventories of broadcasting, covering its financial structure, its employment situation and its program structure.

The results are little short of amazing. Many broadcasters, due to lack of knowledge of their own business, were fearful of the outcome. Instead, the composite study reveals virtually nothing against which serious complaint can be lodged. The industry, despite lack of a coordinated system of check and balance—in fact, after a period of meteoric development—finds itself in an enviable position.

Financial statistics released a fortnight ago [BROADCASTING, June 15] disclosed the industry as a whole is realizing a net return of something less than 10% under present overhead conditions—far from the fantastic Midas tales of its critics. To be sure, certain segments realized rather handsome profits; others about broke even and yet others were in the red. Readjustments will develop, but they will come only because facts replace guesswork.

Latest statistics cover employment and program breakdowns. These disclose:

1. The average weekly pay for regular employes in broadcasting ($45.12) is the highest of any industry anywhere in the United States, and that probably goes for the world too.

2. Contrary to the outcries about over-commercialism, two-thirds of all broadcast time is noncommercial. That means the revenue-bearing one-third defrays the entire overhead.

The industry could not have produced a better argument for broadcasting by the American Plan if it had resorted to a synthetic analysis rather than securing the figures from official governmental sources.

The payroll breakdown is particularly significant. It shows that broadcasting not only contributes to the education and welfare and entertainment of the nation, but that it gives direct and bountiful employment to some 25,000 persons, quite aside from the countless thousands engaged in receiving set manufacture, in production of the raw materials that go into equipment, in advertising, in the theatrical arts and in related fields. The wage scale for broadcasting is roughly 10% ahead of the second-place movie industry, despite fabulous salary claims of filmdom.

Peculiar to all statistics are the lessons to be learned. The payroll figures, for example, show the industry is spending about 56% of its gross intake for that item alone. In 1935, when the Department of Commerce made an industry study, the average weekly pay was $38 as against the current figure of better than $45. During 1935 only 40% of the gross income was disbursed for payrolls as compared to the 56% figure today.

Equally revealing are the program breakdowns. Without going into detail, it is axiomatic that in radio the Supreme Command is Mr. and Mrs. John Q. Public and family. Programs are shaped to fit the pattern of listener reactions. The breakdowns disclose a reasonable balance and a sensible one on both the commercial and sustaining sides. If and when the averages change, it will be because the public dictates them.

WHETHER they can't or won't sell their news, it is noteworthy in the FCC's figures on the program structure that American radio stations have sponsors for only about three out of every eight hours of news broadcasts. Exactly 8.55% of all radio broadcasts consist of news, sport flashes, market, crop and weather reports—all catalogued as news—and 5.36% is sustaining, 3.19% commercial.

Politics

BRIGHTEST spot on the radio business horizon, aside from the salutary psychological effect on all businessmen of the Government's renewed spending program and the stock market upturn, is the prospect of summer primary and fall election campaign revenues. Yet the handling of political broadcasts is fraught with pitfalls for the average broadcaster in view of the apparent conflict of State libel and slander laws with the Federal statute prohibiting censorship and requiring that equal opportunity be accorded all candidates.

Equal opportunity means simply that if a station accords one candidate time on the air, free or for pay, it must afford all candidates for the same office equivalent time under equivalent conditions. Nearly all stations now charge for political time during actual campaigns, which is their right and against which there have been few complaints. The danger of libel action under State laws still remains, however, for the chief decision on the subject (the Nebraska Supreme Court's decision in *Sorenson v. Wood*) placed the liability jointly on utterer and station.

Hence it would appear that stations are entirely within their right in requesting that all political talks be submitted beforehand, not ad libbed. Usually a polite suggestion will suffice to persuade the candidate to alter his copy for his own protection and for the protection of the station. Some stations have asked for waivers of culpability from the speakers, but responsible legal authorities say this is not sufficient in all jurisdictions to protect against a libel or slander suit though it may be a valuable document to "save the station harmless" if a judgment against it is rendered.

The FCC's proposal to issue rules or regulations clarifying the equal opportunity clause of the law is full of dynamite, for it has implications of censorship that are unmistakable. It is questionable whether, in the light of its lack of power to censor, the FCC can help much with such rules. Politics on the air must be handled with tact and calm judgment by each station manager; it is hoped that radio will survive the 1938 local and Congressional elections with the same lack of recriminations that generally characterized the 1932, 1934 and 1936 elections.

The RADIO BOOK SHELF

THE technique of radio writing is not difficult, but it is different, says James Whipple in his *How to Write for Radio* [Whittlesey House, McGraw-Hill Book Co., New York, $3.50]. Mr. Whipple knows about writing for radio from his experience with NBC and CBS as writer and production director and his current work in the radio department of Lord & Thomas, Chicago. In addition, he is instructor of radio classes at the University of Chicago. His book divides radio writing into its various classes, each of which is discussed and then illustrated with a typical script. Among subjects are principles of radio drama and dialogue; use of sound effects and music; types of scripts. A final chapter discusses the current market for radio scripts. Mr. Whipple enlisted the cooperation of several outstanding writers in his compilation. A foreword is contributed by Lowell Thomas, who points out that the author is one of the few writers on the air who receives air credit for writing and producing.

PROMOTION and exploitation of radio programs, including publicity campaigns and methods of checking results, are treated exhaustively and expertly by Douglas Duff Connah, radio and publicity director of James A. Greene & Co., Atlanta advertising agency, in *How to Build the Radio Audience* [Harper & Brothers, New York, $3.]. Mr. Connah formerly was in the CBS publicity department and later was in charge of radio publicity for BBDO. The book carries forewords by H. K. Boice, CBS sales vice-president; Arthur Pryor Jr., BBDO radio vice-president, and Charles F. Stevens, public relations, Campbell-Ewald Co., commending it to those engaged in radio publicity, and their employers.

WRITTEN as a working manual for laboratory measurement experiments is *Radio Frequency Electrical Measurements* by Hugh A. Brown, associate professor of electrical engineering, Illinois U. [McGraw-Hill Book Co., New York, 2d ed., $4]. Included are chapters on measurements of circuit constants, frequency, antenna, electromagnetic-wave, electron-tube coefficients and amplifier performance, wave form, modulation, piezo-electric crystals.

We Pay Our Respects To —

WILLIAM BURNETT BENTON

TWO YEARS ago William Burnett Benton threw a bombshell into the advertising world when he announced his retirement as chairman of the board of Benton & Bowles at the ripe age of 35. Last fall, after eight months of restful wandering, he startled the advertising fraternity again by becoming vice-president of the $120,000,000 University of Chicago.

William Benton's new role, viewed in the light of recent events, holds special interest for the broadcasting industry. First, in becoming President Robert M. Hutchins' right-hand man he specified the development of education by radio as one of his foremost objectives. Second, he already has started a program of education by radio which has aroused nationwide interest. Third, he regards education by radio as the responsibility of the great universities, not of the radio advertisers.

In turning to the world of education, Advertising Man Benton was not far afield, for his family had been teachers for generations. His father, Charles W. Benton, for example, was a member of the University of Minnesota faculty for 33 years. His mother, Elma Hixson Benton, served as headmistress of a girls' school in St. Louis and was also on the staff of Teachers College, Columbia University.

William Benton was born in Minneapolis April 1, 1900. His father died while William was a boy, and the family went to Montana for a spell of homesteading. The young man was sent to Shattuck Military Academy in Minnesota to prepare for college, then attended Carleton College for a year before enrolling at Yale University, where his father, grandfather and several uncles had studied. At Yale he became a member of the same class as Robert M. Hutchins. Before his graduation in 1921 he had distinguished himself as a debater, scholar and editor of the *Yale Record*.

William Benton knew what he wanted when he left Yale, for he turned down a Rhodes Scholarship to enter the business world. He spent a year with the National Cash Register Co. and, in 1922, began his career as an advertising man with the old George Batten Co. His rise was meteoric. He became head of the trade and industrial division of George Batten Co., then, joining Lord & Thomas, became an executive in its Chicago office.

Three years behind him at Yale was Chester Bowles. In 1924 Bowles became a copywriter with George Batten Co., and they met again. Five years later—July 15, 1929—the two young hopefuls, neither yet 30, founded the advertising firm of Benton & Bowles. Soon several large advertisers, intrigued by their progressive methods, were listed among their clients. By 1935, when William Benton became chairman of the board, Benton & Bowles had grown to be one of New York's largest agencies. It was one of the first to take definite interest in radio. Its *Maxwell House Show Boat* is credited with vitally influencing the trend of broadcast entertainment. Such Benton & Bowles programs as *Palmolive Beauty Box Theatre*, *Gang Busters* and *Town Hall Tonight* ranked high in listener popularity.

But in 1936, perched high on the crest of a self-made success, youthful Mr. Benton decided there were other interesting pursuits in life and that he would like to try them while young enough to adjust himself. So he announced his imminent retirement. About this time his old classmate at Yale, Dr. Robert M. Hutchins, now president of the University of Chicago, asked him to make a survey of the University's public relations. The work of the university intrigued him; the environment proved irresistible. When offered a vice-presidency of the university early in 1937, he accepted eagerly. After an eight-month around the world trip, he returned to prove, among other things, that an advertising man's *education in radio* can be applied effectively to *radio in education*.

Mr. Benton has begun a driving campaign in the interests of better educational broadcasting. An initial gift fund of $40,000 from Alfred P. Sloan Foundation permits the university to go ahead with the job of creating and sponsoring national network educational programs that will combine the best features of good broadcasting and good education. Charles Newton, recently resigned from J. Stirling Getchell, New York, has been appointed radio director.

"I have never met anyone in an executive position (unless it is Mr. Hutchins) who is less of a stuffed shirt," says one of Mr. Benton's friends. "He has immense energy, remarkable ability in sustained concentration, quickness in decision, vivid imagination. He is willing to tackle any idea or project, regardless of its complexity. He has made quite a hit with the faculty because of his friendliness and his readiness to give-and-take ideas."

Mr. Benton is of medium height, with brown hair and penetrating eyes. In 1928 he married Helen Hemingway of New Haven. They have one child, Charles William Benton. Last fall they adopted two infant girls from Evanston Cradle.

He finds recreation in his work. Occasionally he takes time for a little tennis or squash. He is a member of the University Club, New York, and the Chicago Club, Chicago.

Personal NOTES

STEWART WATSON, formerly of WRBL, Columbus, Ga., has joined WGPC, Albany, Ga., as manager. Bill Poole, WGPC program director, is now Kellogg's baseball commentator, replacing Rob Finch Jr., who has returned to St. Louis.

EDWIN W. CRAIG, executive vice-president of the National Life & Accident Insurance Co., in charge of its radio station, WSM, Nashville, sailed June 18 on the *Conte di Savoia* with his wife and two daughters for a vacation in Europe.

PERCY V. RUSSELL, Jr., of the Louis G. Caldwell law office in Washington, and Mrs. Russell are parents of a 7 lb. 5 oz. daughter, born June 20.

DALE ROBERTSON, who recently resigned as manager of WIBX, Utica, N. Y., to become manager of WBAX, Wilkes-Barre, Pa., and Mrs. Robertson were guests of honor June 10 at a farewell party attended by the staff, business and civic leaders, and Utica's mayor.

WALTER WAGSTAFF, commercial manager of KDYL, Salt Lake City, was recently elected a director of the Salt Lake Advertising Club.

WARD INGRIM, sales manager of KFRC, San Francisco, has been appointed chairman of the radio department of the San Francisco Advertising Club.

EARL H. GAMMONS, general manager of WCCO, Minneapolis, has been appointed to the board of directors of the Minneapolis Civic Council.

ANGUS PFAFF and Fred Knorr have resigned from WJBK, Detroit, to join the new WHLS, Port Huron, Mich., due to begin operating in August. Ed Longwell has taken over WJBK's *Night Owl* request program, with Don Wille transferred to day shift.

JOE OSWALD, of the commercial staff of KWKH-KTBS, Shreveport, on June 25 married Miss Florence Fitzgerald, of Shreveport.

HENRY W. BETTERIDGE, assistant sales manager of WWJ, Detroit, formerly in charge of its New York rep office, is the author of *Ace Branigan—G-Man of the Air*, new twice weekly script program which has been sold to a local auto supply house.

GEORGE BARTON, of the KMOX, St. Louis, production staff, has been transferred to sales. J. N. Green, formerly in charge of transcriptions, has returned to production.

WALTER R. BISHOP, publicity director of WRVA, Richmond, Va., has been appointed by Gov. James H. Price as Virginia's delegate to the 12th annual session of the Institute of Public Affairs at the University of Virginia, July 3-16.

GEORGE A. HAZLEWOOD, having sold his one-third interest in WJNO, West Palm Beach, Fla., to Jay O'Brien, Palm Beach realtor, is no longer connected with that station, according to an official announcement from Louise DeLea, of WJNO Inc.

W. E. GLADSTONE MURRAY, general manager of the CBC, addressed the convention of Canadian Women's Press Club at the Royal Alexandra Hotel at Winnipeg June 24.

RAY ARNOLD, of the *Milwaukee Journal* advertising department, will will join the sales staff of WTMJ July 5. He was formerly an account executive of Critchfield & Co., Chicago, and at one time local display manager of the *Journal*.

THAD HORTON, formerly of WIS, Columbia, S. C., has joined the sales staff of WTAR, Norfolk, Va.

SUMNER D. QUARTON, vice-president of the Iowa Broadcasting System and manager of WMT, Cedar Rapids, sailed with his family from Boston June 25 for a vacation in Europe.

JAMES V. McCONNELL, assistant to the vice-president in charge of sales at NBC, New York, is the father of a boy, James V. Jr., born June 22, the first child.

EDWARD F. McGRADY, former Assistant Secretary of Labor who recently joined RCA as labor relations advisor, was elected vice-president of RCA at its June 24 board meeting.

W. F. JOHNS, general manager of the *St. Paul Dispatch & Pioneer Press* and supervisor of WTCN, Minneapolis, suffered a severe sacro-illiac in New York last month. Going to Chicago, his back was found so badly wrenched that he was hospitalized and was not expected out of the hospital before the end of June.

H. C. BURKE, manager of WBAL, Baltimore, has been appointed chairman of the program committee for 1938-39 of the Advertising Club of Baltimore and made a member of the board of governors.

GEORGE SUTHERLAND, former announcer of WIP, Philadelphia, has joined WSAR, Fall River, Mass., as commercial manager.

BENSON K. PRATT, former Chicago newspaperman and at one time with NBC in New York and Chicago in publicity work, has been named an executive associate of Harris & Steele, New York talent and script agency. During the 1936 campaign he was with the Republican National Committee, handling radio contacts.

JOHN BIRGE, formerly advertising manager of the General Electric Home Bureau, has joined E. V. Brinckerhoff & Co., New York transcription firm, in an executive capacity.

BEHIND the MIKE

LOUIS LEPROHON, formerly with the circulation department of the *Montreal LaPresse*, has been named promotion and station relations manager of CKAC, Montreal. Marcel Sylvain has been promoted to the mail division of the station, and Andre Daveluy has been named chief statistician.

WALTER REULEAUX, musical director of WFBM, Indianapolis, and Paul Brown, of the musical staff, were badly shaken up in an accident last month in which the Reuleaux car was demolished. Al Logan, of the sales staff, returned only a few days before to his duties after recuperating from an auto accident.

OWEN L. SADDLER, Bucknell University graduate and formerly of the English department of Northwestern University, has joined KMA, Shenandoah, Ia., as production manager.

BETTY FULLER, radio ingenue of the *Dorothy Dix Column Dramatizations*, and Warwick Ogelsby, announcer of WHAT, Philadelphia, announced their engagement June 25.

JAMES HARVEY, of the KYW, Philadelphia, program department and organizer of the KYW Camera Club, spoke before members of the Women's Camera Club of New Jersey in Newark June 21 and the Olney Photographic Guild June 30.

WILLIAM H. DODDERIDGE, who helped compile the 1938 Yearbook number of BROADCASTING, on July 1 registered with the flying class at the Army Air Corps Training Center, Randolph Field, Texas.

RICHARD NEHER, of the *Songfellows Quartet* on WHO, Des Moines, married Miss Kathryn Ferguson, of Des Moines June 23. On the June 18 *May I Suggest* program, bride and bridegroom were saluted by the staff, with Miss Ferguson ushered into the studio for the ceremony on the arm of Col. B. J. Palmer, WHO president.

JOHN F. GRAHAM, formerly with the *New York Sun* and *New York Daily Mirror*, has joined the NBC press division.

BURTON M. ADAMS, of NBC station relations department, New York, and Ramona Jean Flagg of the public relations staff, have announced their engagement.

JOHN FITZGERALD of CBS special events department on June 23 addressed the Rochester (N. Y.) Baseball Club and affiliated organizations on "Behind the Sports Broadcast".

EARL LORD, announcer of WMAZ, Macon, Ga., will marry Miss Vivian Green of Gray, Ga., July 30.

MAJOR ROBB, formerly of WCHV, Charlottesville, Va., has joined WSAL, Salisbury, Md.

GORDON SUITS, June graduate of Baylor University, Waco, Texas, has joined WFAA, Dallas.

HAL BOHM, part-time announcer of several Chicago stations, has joined the announcing staff of WGN, Chicago.

WARREN HEIT, new to radio, has joined the announcing staff of WAAF, Chicago.

HERMAN CECIL and James Beck, formerly in radio work in Fort Worth, are now on the announcing staff of KDNT, new local which started operating June 1 in Denton, Texas.

BILL BROWN, sportscaster of WHO, Des Moines, is the father of a girl born June 15.

GARRY MORFIT, announcer of WBAL, Baltimore, is making a series of personal appearances once a week at local Chevrolet dealers showrooms. The entire cast of the *Hi Jinks* show accompanies him with entertainment.

RUPERT GEORGE will bring back *The WIP Minstrels* July 2 to WIP, Philadelphia, after an eight-month absence.

WARREN WADE, of WTAM, Cleveland, has been added to NBC television production department in New York.

CLARE SHERIDAN, switchboard operator at WOR, Newark, was married June 18 to Malin Brown.

DOUGLAS COULTER, director of production at CBS, on July 5 starts a series of lectures on radio at New York University.

EDWARD DUKOFF, director of publicity of WOV-WBIL, New York, has been appointed to the same post for WPEN, Philadelphia, as well. Gil Babbitt, formerly of the *Philadelphia Record*, will handle publicity for WPEN under the supervision of Arthur Simon, new manager. Harold Koch will assist Mr. Dukoff in New York.

HARRY HERMAN, formerly in radio production at J. Walter Thompson Co. and Lord & Thomas, has joined Consolidated Radio Artists, New York, as head of the planning department.

PRENTICE WINCHELL, formerly in charge of radio production for N. W. Ayer & Son, has joined the Douglas F. Storer talent agency, New York, to do writing and production.

JOHN J. DAVIS, WWSW announcer and *Pittsburgh Post Gazette* reporter, married Miss Elaine Poulton, of Pittsburgh, June 25.

DICK TOOLE has joined WHAM, Rochester, N. Y., for the summer.

JIMMY SCRIBNER returned to WSAI, Cincinnati, June 20 after a year's absence to originate his Mutual feature, *The Johnson Family*. Mr. Scribner was on the WLW-WSAI staff several years before his show moved to New York. *The Johnson Family*, featuring 22 characters, all portrayed by Scribner, was previously heard regularly from Cincinnati.

RAY SOLLAR, formerly of WMBH, Joplin, has joined the continuity department of KTUL, Tulsa.

WRIGHT ESSER, formerly of KWK and KSD, St. Louis, has joined the continuity staff of NBC, Chicago, to replace William C. Hodapp, who has gone to New York to write the *Jane Arden* serial.

JAY SIMMS, formerly of WBBM, Chicago, has joined the KHJ, Los Angeles, announcing staff and is handling dance band remotes from Lake Arrowhead.

WILLIAM FULLER, formerly KFAC, Los Angeles, writer-producer, has joined KEHE, that city, as announcer.

BILL BACHER, formerly Hollywood producer of NBC *Good News of 1938*, sponsored by General Foods Corp., has been appointed radio director and advisor of Max Reinhardt Workshop, that city.

JIMMY McKIBBEN, formerly on the production staff of KFI-KECA, Los Angeles, has joined KVEC, San Luis Obispo, Cal., as writer-announcer.

ART VAN HORN, announcer, KFRC, San Francisco, recently returned to his post following an illness.

JOHN V. RAINBOLT, formerly with KTBS, Shreveport, now with KVOR, Colorado Springs, was married June 16 to Mary Alice Power, secretary of KWKH-KTBS. Wakefield Holley, KWKH announcer, will be married in July to Miss Evelyn McKenzie.

JOE PEARSON, formerly with WHAS, Louisville, is handling vacation relief at WFBM, Indianapolis.

YOUNGEST baseball announcers are Roger Laux, 7 (left) announcer, and France Laux Jr., 8, sons of France Laux, KMOX baseball announcer as they faced the mike June 4 at the General Mills "Wheaties Baseball Party", an event that drew a record crowd of 18,291 boys and girls to Sportsman's Park. France Sr. had his sons announce the fifth inning. The boys fulfilled their assignment without a slip and drew so many telephone calls that the KMOX switchboard was flooded.

Robert R. Burdette

ROBERT R. BURDETTE, production manager and sports announcer for WRVA, Richmond, died at Walter Reed Hospital, Washington, June 16, after an illness of a year from heart attack. He was buried in Arlington Cemetery. A former football star, he had been active in athletic circles, coaching football teams at Harding High School, Marion, and at other Ohio schools. He coached the Richmond Arrows, professional football team, prior to his illness. He was a captain in the World War with the Ohio National Guard, and came to WRVA from WLW where he was assistant manager.

PAUL SCHIMMEL, formerly with WPAR, Parkersburg, W. Va., has joined the announcing staff of WALR, Zanesville, O. Harold Bryan, former theatre manager, is now on the WALR sales staff.

KATHERINE ROCHE, day studio director of WGN, Chicago, who also conducts the *June Baker* home management program for women, in June celebrated her 12th anniversary with WGN and was presented a birthday cake by Quin A. Ryan, broadcast manager.

LEONARD L. LEVINSON and Leonard Neubauer, Hollywood cowriters of *Main Event*, have sold the full radio and television rights to Nat Pendleton, M-G-M film actor.

EUGENE PHILLIPS, formerly WJW, Akron, commentator, has a weekly program, *Path of Beauty*, on KMPC, Beverly Hills, Cal.

RALPH ROBERTSON, formerly in Hollywood transcription and film work, has joined KRKD, Los Angeles, as announcer. Dick Variel, new to radio, is also on the staff.

BOB CATLIN, formerly KOMA, Oklahoma City, announcer, has been placed in charge of KMTR, Hollywood, special events.

JON SLOTT, CBS Hollywood writer, married Audrey Ruth Coolish in Las Vegas, Nev., June 16.

ARTHUR W. (Tiny) STOWE, formerly head of Stowe-A-Gram Productions, Chicago, has joined KEHE, Los Angeles, as producer.

LEONARD LAKE, KFI-KECA, Los Angeles announcer, and Sylvia Schwartz, were married in Hollywood June 26.

SAM LAWDER, of WRTD, Richmond, spent his vacation announcing at WTAR, Norfolk, while Jeff Baker was on vacation. Chester Clark recently resigned as vacation announcer at WTAR, and Claude Taylor, of WRTD has taken his place.

AMES HARPER, program director of WJEJ, Hagerstown, Md., recently sold the play rights for one of his original sketches, *Mothers Are Like That*, to a Boston publishing house.

CHARLOTTE BUCHWALD, *Playgoer* for WMCA, New York, was married on June 27 to Lewis Harmon, theatrical publicity man.

CY FEUER, formerly musical director of KEHE, Los Angeles, has been appointed head of the musical department of Republic Productions, Hollywood.

LIN MASON, of WKRC, Cincinnati, will marry Miss Lillian Marshall, Xenia, O., early this fall.

TIM SULLIVAN, University of North Carolina medical student, has joined WFIL, Philadelphia.

DICK BATES, formerly of WORL, Boston, Mass., has joined WGAN, Portland, Me., as program director. Bob Perry replaced him as WORL program director.

WILL YOLEN has resigned from Phillips H. Lord Inc., New York, radio productions, to join Tom Fizdale Inc., radio publicity.

JACK DOYLE, formerly on the publicity staff of KHJ-Don Lee, Los Angeles, who recently joined KFEL, Denver, has taken over publicity.

HAROLD CAIN and Clyde Hinton are new apprentice announcers at KGVO, Missoula, Mont.

WILBUR EDWARDS, Yale theological student formerly with WBT as salesman and announcer, has joined the summer announcing staff of the Charlotte station.

JACK LEWIS, program director of KARK, Little Rock, recently married Evelyn Hodges, of Vilonia, Ark.

DAVID BANKS, formerly of WTJS, Jackson, Tenn., and KBTM, Jonesboro, Ark., has joined KARK, Little Rock, replacing Dave Byrn, who has joined WBAP, Fort Worth.

EARL J. GLADE, Jr., son of the KSL, Salt Lake City, managing director, was recently elected president of the University of Utah Class of '33 at its 1938 meeting.

ROSELLEN CALLAHAN, of the CBS New York publicity staff, visited Hollywood in mid-June.

ARCH KEPNER, formerly of WOL, Washington, has joined the announcing staff of WQXR, New York.

DANIEL S. TUTHILL, NBC Artists Service, has been named vice-chairman of the committee to conduct the 1938-39 advertising and selling course of the Advertising Club of New York.

WOAI Adds to Staff

ADDITIONS to the staff of WOAI, San Antonio, were announced June 21 by President Hugh A. L. Halff, coincident with the construction of new studios for the 50,000 watter. W. Van A. Combs, formerly of the advertising and sales promotion staff of Procter & Gamble, Cincinnati, and before that in the agency field, has joined the sales staff. Also new to the sales staff is Louis J. Riklin, former Nebraska lawyer and newspaperman. He founded and edited the *Texas Jewish Press*, weekly newspaper, and afterward joined the Hearst Newspapers handling advertising display. Anna Kaye Carroll has joined the continuity department, and Shirley Ardussi, former actress, is handling station traffic and public relations.

THE EXTRA *Lick* PRODUCES THE *Added Brilliance*

● The addition of a shine boy rag-popping contest to a bang-up hillbilly band puts "Rhythm and the Rag" in line for top honors on WKY's sparkling list of sustaining programs.

Just as the extra lick will bring fame and reward to some Oklahoma City shine boy, so does the extra lick to WKY's programming structure bring listeners the type of entertainment they want . . . advertisers the kind of results they demand.

The extra lick applies likewise to WKY's coverage of Oklahoma, where its primary daytime listening area embraces 62% of the state's radio homes.

NBC — 900 Kc.

WKY

OKLAHOMA CITY

Affiliated with The Oklahoma Publishing Co. — Representative — The Katz Agency, Inc.

Purely PROGRAMS

It Pays to Laugh

COOPERATING with a local theater, WKRC, Cincinnati, conducts its *Guffaw Club* from the stage, calling four men and four women laughers to the mike each Wednesday night, broadcasting their chuckles at jokes told by Al Bland, WKRC comedian. The best laugher wins $5 and a week's supply of show tickets; second best, $2.50 and three ducats. To promote *Guffaw Club*, WKRC asks for laughers through the week; the theater runs trailers, sets up a lobby display and plugs the show in its newspaper advertising.

* * *

20 Million Safe Crossings

USING a Saturday morning half-hour for juvenile safety dramas on WOOD-WASH, Grand Rapids, Mich., Lieut. Elmer C. Brackett and his 850 Junior Safety Squad members set a safety record during the last year of 20,000,000 grade school crossings without an accident. To close the school season Lieut. Brackett conducted an 11-week traffic quiz tournament in which 12 junior high schools participated, and awarded the Grand Rapids Safety Council plaque to the winning school. Winners and runners-up, along with other leaders in safety work, were taken to Detroit for a Detroit Tigers game and to meet Harry Heilmann, Michigan Radio Network sports announcer.

* * *

A Tossing of Words

QUESTIONS instead of baseballs are pitched during *Memory Baseball*, weekly half-hour KEHE, Los Angeles, studio audience participation program. The audience is divided into two leagues. They in turn are subdivided into three or more teams with Tiny Stowe, producer, acting as referee. The program is conducted like a regular baseball game, with each team having a captain and pitcher. The team answering the hardest question scores a "hit". Wrong answers are labeled "strike out". Answers to easy questions are termed "home run". Participating teams pick questions from a hat passed around the audience.

* * *

On the Eastern Shore

PRESENTING dramatic accounts of important past-week events on the Maryland Eastern Shore, *It Happened This Week*, a new Sunday afternoon March-of-Timish feature of WSAL, Salisbury, Md., commands wide attention among listeners on the DelMarVa Peninsula. Written and produced by Deane Long, WSAL program director, the program uses three announcers.

* * *

Voice From L

FROM the "L" platforms in Chicago, John L. Sullivan, man-on-the-street for WAAF, broadcasts his interviews with commuters on the elevated trains. Neat tie-in is the station and program listing on all weekly tickets as well as car cards in all "L" trains.

Forward America!

ILLUSTRATING what America is doing to improve the well-being of its people, NBC-Blue on July 7 starts a weekly half-hour program, *Stepping Ahead With America*. Activities of individuals, corporations and the Government to improve general conditions in the country will be depicted, and every section of the country will be heard from. John B. Kennedy will be master of ceremonies. The programs are designed to be inspirational, educational and informative.

* * *

A Matter of Merit

BOY SCOUTS of Cincinnati on June 25 started a program on WCKY, Cincinnati, titled *Men of Tomorrow*. Actual merit badge examinations are given each Saturday morning by counsellors. Programs are not rehearsed and Scouts do not know what questions are to be asked.

Candidate Quizzer

TO IMPRESS the value of radio as a medium for discussing the political campaign, KFRO, Longview, Tex., sends its newsman, Paul Wilson, out on the streets with a microphone to quiz townspeople on the names of candidates running for various local, county, and state offices. To anyone naming all candidates in any one race, *Politics Paul* gives a "lucky rabbit's foot". Democratic primaries in Texas are scheduled for July 23, the runoff Aug. 27, and some candidates, KFRO reports, are finding themselves less well known than they thought.

* * *

Cross-Corner Interviews

CONTINUING its community boosting program, WPTF, Raleigh, N. C., plans to send a remote crew to outlying towns in the Raleigh territory to conduct man-on-street interviews. Formerly groups from neighboring towns have been invited to the studio for booster broadcasts. Under the new plan, O. L. Carpenter, sales representative, will contact each town in advance and get representative merchants to participate, with announcer J. B. Clark superintending the actual broadcast.

With Greatest of Ease

BROADCASTS from a plane in flight, with an instructor coaching his pupil in operation of the machine, carries the novice through an entire course of learning to fly on the *Learn-to-Fly* feature of KTUL, Tulsa. The program, conceived one afternoon and sold next morning to Dwarfies breakfast food, is attracting listeners to the flying field and into their yards to watch as they listen.

* * *

Public Producers

THE AUDIENCE builds a complete program for *Moonlight Music*, new nightly quarter-hour show of KIRO, Seattle. After the coming show is outlined by mail, townspeople submit lists of favorite music, and the studio picks one offering for each night, billing the author as "producer". Bobby Hainsworth, director, adapts suggestions for balance, using the studio combination and vocalists.

* * *

Funny Business

PEOPLE holding out-of-the-ordinary jobs, such as a railroad dispatcher, an airline hostess, and pharmacist, appear on the *All in the Day's Work* interview series announced by Dean Upson, WSIX, Nashville.

Cox Calls Payne 'Trouble Maker'

(Continued from Page 13)

that he is an honest, fearless, and able man. There can be no doubt whatever that under his leadership the Commission would carry out its functions as Congress intended.

"Commissioner Payne, on the other hand, made a far different impression on the members of the Committee. On his first appearance before the Committee he read a statement, in which he virtually charged that members of the Communications Commission were responsive to improper influences exercised by what he termed 'lobbyists'. Under cross-examination he unequivocally charged that members of the Commission had been overreached by the lobbyists. He declined to name the members of the Commission who, he said, had been subject to this improper influence, but in response to demands by members of the Committee that he name them, he reluctantly agreed to give the Committee such names in executive session.

"After hearing these accusations and after Commissioner Payne had concluded his testimony, Chairman McNinch rose to his feet and, facing Commissioner Payne, demanded to know if he charged him with being dishonest or guilty of any improper conduct. Commissioner Payne replied that he did not, but left the clear impression with the Committee that he did not consider other members free from guilt. I understand that Commissioner Payne gave to the press copies of the statement which he read before the Committee, in which he attempted to impugn the integrity of his colleagues on the Communications Commission, but did not include therein the testimony which he had given under cross-examination.

"At a later session of the Committee Commissioner Payne again refused to name any member or members of the Commission, or charge any member or members of the Commission specifically and by name with improper conduct. He denied having on his first appearance testified that members of the Commission had been overreached by the lobbyists, and denied that he had promised to give the Committee the names of such Commissioners which, of course, he had done. He did not, however, so far as I know or have been able to ascertain from reading the newspapers, make an attempt to publicly retract the charges which he admitted to the Committee were without foundation.

"He was, however, quoted in the public press as charging members of the Rules Committee with a 'breach of Congressional faith and common honesty', apparently, because some members of the Committee, in response to questions, had advised through the press that no specific charges of corruption had been made against any member of the Communications Commission by Commissioner Payne.

A Matter of Retraction

"In other words, the Commissioner seemingly wanted it to appear that his charges of wrong-doing against members of the Commission still stood and did not want it to appear that he had retracted statements made to the Committee, and did not want it to appear that he had made loose and false statements which he did not even attempt to support, but which he actually denied having made.

"The testimony before the Rules Committee disclosed that on numerous occasions Commissioner Payne had made public speeches and issued press statements calculated to discredit the administration of the Communications Act of 1934 by the Communications Commission and members of the Commission personally. The testimony also disclosed that never has Commissioner Payne brought to the attention of the Commission for action any of the 'hundreds of complaints' which he stated he had received against radio programs nor any attempt to influence him or any other Commissioner by any lobbyists. Among other things, he made a public charge that a member of the staff of the Communications Commission had been demoted because in discharging his duty he had reported certain alleged violations of the statute by licensed broadcasting stations. Testimony before the Committee showed that the member of the staff referred to by Comsioner Payne was never demoted.

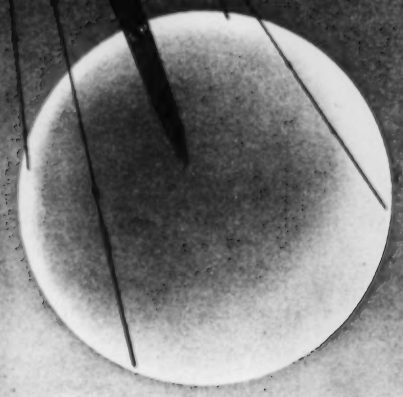
"It is inconceivable that a member of the Commission, with ready access to all the records of the Commission, could in good faith make a statement of this character, which was at variance with the facts. Commissioner Payne clearly demonstrated in his appearance before the Rules Committee that he has little, if any, conception of his duties, obligations, and oath of office as a member of the Federal Communications Commission. He gave the impression of being a trouble-maker, and nothing but a trouble-maker, and as having no concern in protecting the reputation of the Commission or in the proper discharge of its functions.

"It is my opinion—and, I am sure, shared in by other members of the Rules Committee—that the restoration of confidence in the Communications Commission and the proper discharge of its statutory functions would be aided if Commissioner Payne were separated from the Commission and the Chairman of the Commission, Mr. Frank R. McNinch, and the Commission be given as free a hand as possible in the performance of their labors. With the Chairman given associates who will cooperate with him there can be no question but that the Commission will quickly overcome the injury done the Commission in the public mind by Mr. Payne, who has convicted himself as being entirely irresponsible and wholly unfit for a place on the Commission."

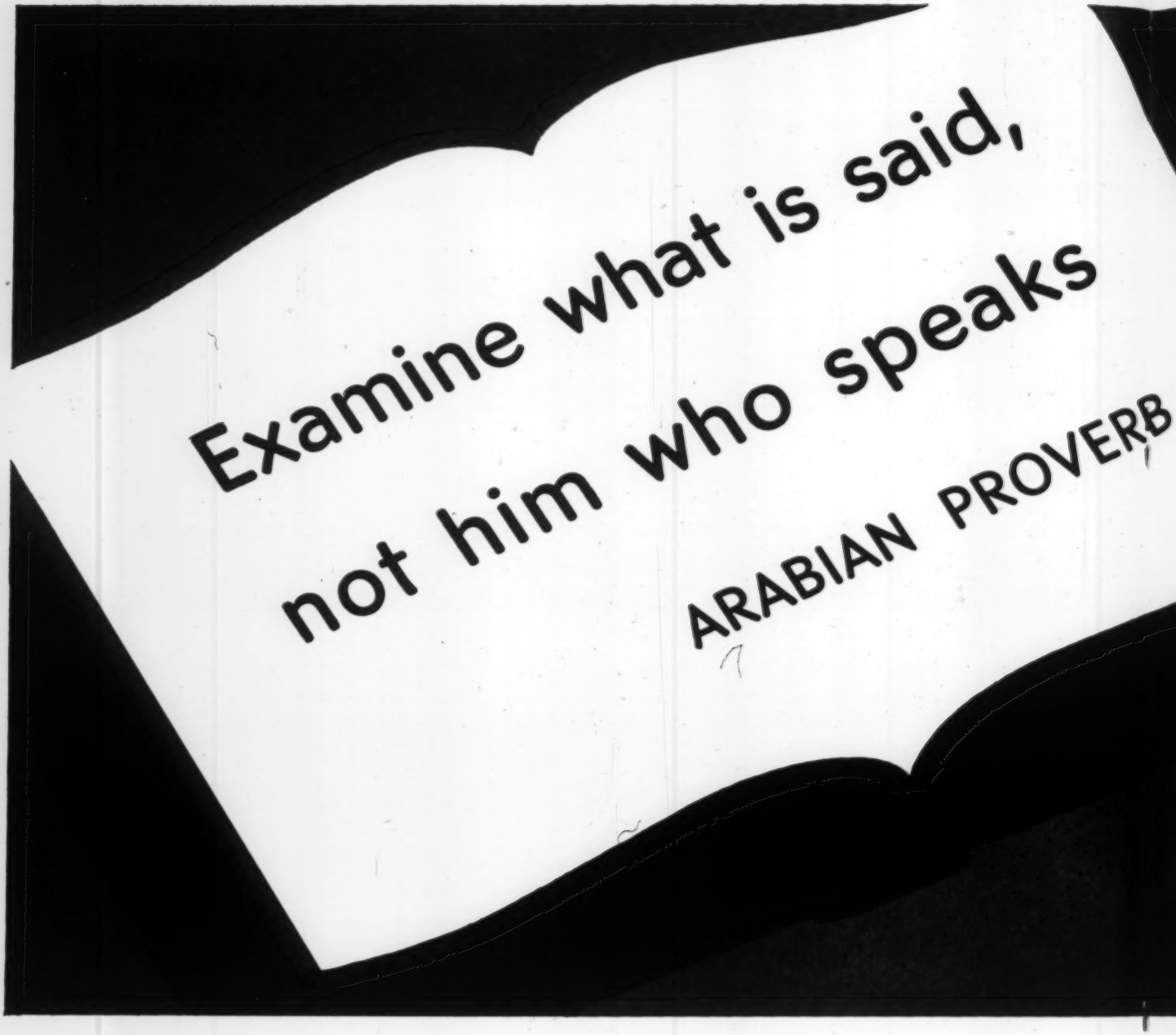
CERTIFIED INVESTMENT

Since 1912, Blaw-Knox has marched with the leaders of the radio industry, pioneering in the field of vertical radiators. Because of long experience, valuable knowledge of transmission requirements, constant research, Blaw-Knox has become the recognized clearing house for data concerning radiators of any type or design. This great fund of knowledge enables Blaw-Knox to recommend, design and construct vertical radiators that meet all special requirements and that will definitely "step-up" the antenna efficiency. Consult Blaw-Knox, expecting to find a complete understanding of all your requirements, no matter how varied they may be. Blaw-Knox experience assures good structural design and increased radio efficiency.

BLAW-KNOX VERTICAL RADIATORS



BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.
Offices in New York, Chicago,
Philadelphia, Birmingham, Detroit



Suspicious nomads who followed that adv
America today business is largely a matter
to know what was said but they also want
furnishes the *words* of the sales message b
And if the audience does not have confid
is wasted. • Experienced advertisers hav
radio stations have made them doubly

hat advice 4,000 years ago are still nomads. ● In matter of confidence—of reputation. People still want so want to know *who* said it. ● The radio advertiser ssage but the *voice* is the voice of the radio station. e confidence in that voice, the weight of the words ers have found that the reputations enjoyed by these doubly effective on Spot Broadcasting schedules.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St.Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK ● CHICAGO ● DETROIT
LOS ANGELES ● SAN FRANCISCO

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Roma Wine Co., San Francisco, weekly *sp*, thru James Houlihan Inc., San Francisco.
Axton-Fischer Tobacco Co., New York (Spud), 12 *ta* weekly, thru Lawrence Gumbinner, N. Y.
Star Outfitting Co., Los Angeles (clothing) 6 weekly *sa*, thru Allied Adv. Agencies, Los Angeles.
Industrial Training Corp., Chicago, 2 *t* weekly, thru James R. Lunke & Associates, Chicago.
Bristol-Myers Co., New York (Mums), 5 *ta* weekly, thru Pedlar & Ryan, N. Y.
Bauer & Black, New York (Blue-Jay), 5 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

KGKO, Fort Worth

California Fruit Growers Exchange, Los Angeles, 6 *sp* weekly, thru Lord & Thomas, Los Angeles.
Coca-Cola Bottling Co., Dallas, 5 *sp* weekly, thru Wilson-Crook Adv. Co., Dallas.
Armour & Co., Chicago (Cloverbloom butter), 5 *sp* weekly, thru Lord & Thomas, Chicago.
Carter Medicine Co., New York, 6 weekly *sa*, thru Street & Finney, N. Y.
White Laboratories, New York (Feenamint), *sa*, thru Wm. Esty & Co., N. Y.
California Fruit Products Co., Los Angeles, (Sun Gold spread), 6 *t* weekly, thru Gerth-Knollin Adv. Agency, Los Angeles.
Sears-Roebuck & Co., Dallas, 6 *sp* weekly, direct.

WTMJ, Milwaukee

Gibbs & Co., Chicago (Betty Bree cosmetics), 13 *t*, thru Ruthrauff & Ryan, Chicago.
Williamson Candy Co., Chicago (O Henry), 312 *sa*, thru John H. Dunham Co., Chicago.
Milwaukee Western Fuel Co., Milwaukee, 38 *sa*, thru Scott-Telander Co., Milwaukee.
Chrysler Corp., New York, 6 *ta*, thru Ruthrauff & Ryan, N. Y.

CFCO, Chatham, Ont.

Imperial Tobacco Co., Montreal, baseball and 50 *t*, thru Whitehall Bestg., Montreal.
Waterloo Mfg. Co., Waterloo, Ont. (farm implements), daily *sp*, direct.
Canadian Goodrich Co., Toronto (tires), 3 weekly *sa*, direct.

WJJD, Chicago

American Tobacco Co., New York (Lucky Strikes), 6 *sp* weekly, thru Lord & Thomas, Chicago.
Socony-Vacuum Oil Co., New York (Bug-A-Boo), 156 *sa*, thru J. Sterling Getchell, Chicago.

KGB, San Diego, Cal.

Golden State Co., San Francisco (Popsicle), 3 *sa* weekly, *sa*, thru N. W. Ayer & Son, San Francisco.

WGN, Chicago

Benrus Watch Co., New York, 312 *sa*, thru Brown & Tarcher, N. Y.

WMCA, New York

North American Accident Insurance Co., New York, 5 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
American Bible Conference Assn., Philadelphia, weekly *sp*, direct.
Chas. Marchand Co., New York, 12 *sa* weekly, thru M. H. Hackett & Co., New York.
Railway Express Agency, New York, 3 *sa* weekly, thru Caples Co., N. Y.
Hoffman Beverage Co., Newark, 25 *sa* weekly, thru BBDO, N. Y.
Man O'War Publishing Co., New York, 6 *sp* weekly, 13 weeks, thru Metropolitan Adv. Co., N. Y.

KPO, San Francisco

Mutual Citrus Products Co., Santa Ana, Cal. (Pectin), 3 weekly *ta*, thru Charles H. Mayne Co., Los Angeles.
Soil-off Mfg. Co., Glendale, Cal. (cleansing products), 3 *ta* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.
Procter & Gamble Co., Cincinnati (Dash), 5 *t* weekly, thru Pedlar & Ryan, N. Y.
Albers Bros. Milling Co. (subsidiary of Carnation Co.), Seattle (cereals), weekly *sp*, thru Erwin, Wasey & Co.

WHO, Des Moines

Procter & Gamble Co., Cincinnati (Crisco), 280 *t*, thru Compton Adv., N. Y.
Allis-Chalmers Mfg. Co., Milwaukee, 13 *sp*, thru Bert S. Gittins, Milwaukee.
Lincoln Memorial Highway Assn., Omaha, 52 *sa*, thru Buchanan-Thomas Adv. Co., Omaha.
Cashman Nurseries, Owatonna, Minn., 13 *sa*, direct.

CLNX, Wingham, Ont.

Hostess Corp., Toronto (refrigerators), 26 *sa*, thru local distributor.
St. Lawrence Starch Co., Port Credit, Ont. (Beehive syrup), 23 *sp* thru McConnell, Baxter & Eastman, Toronto.

WSYR, Syracuse

Bahouth Shoe Co., Fayetteville, N. Y., daily *sa*, direct.
Manhattan Soap Co., New York, daily *sa*, thru Peck Adv. Agency, N. Y.

KNX, Hollywood

Guaranty Union Life Ins. Co., Beverly Hills, Cal., 3 *sp* weekly, thru Stodel Adv. Co., Los Angeles.
Caltone Corp., Los Angeles (beverage), 6 *sp* weekly, thru Emil Brisacher & Staff, Los Angeles.
Washington Cooperative Egg & Poultry Assoc., Seattle, (canned chicken), 6 *sp* weekly, thru Bichard Co., Seattle.
Firestone Auto Supply & Service Stores, Los Angeles, (auto supplies), 7 *sa* weekly, thru Sweeney & James Co., Cleveland.

KFI, Los Angeles

Atlantic & Pacific Tea Co., Los Angeles (grocery products), 3 *sa* weekly, thru Scholts Adv. Service, Los Angeles.
National Funding Corp., Los Angeles (finance), 5 *sp* weekly, thru Smith & Bull, Los Angeles.
Raymond-Whitcomb Co. of California, Los Angeles (travel agency), 5 *sp* weekly, thru General Adv. Agency, Los Angeles.

KSFO, San Francisco

Chr. Hansen's Laboratory, Little Falls, N. Y., (Junket) 2 *sp* weekly, thru Mitchell-Faust Adv. Agency, Chicago.
Lambert Pharmacal Co., New York (Listerine Shaving Cream), weekly *t*, thru Lambert & Feasley, N. Y.
Atchison, Topeka & Santa Fe R.R., Chicago, weekly *sa*, thru Stack-Goble Adv. Agency, Chicago.

WOW, Omaha

Chrysler Corp., New York, one-year blanket schedule, thru Ruthrauff & Ryan, N. Y.
Ironized Yeast Co., Atlanta (proprietary), weekly *sp*, thru Ruthrauff & Ryan, N. Y.

WHBF, Rock Island, Ill.

Perk Foods Co., Chicago (dog food), 6 weekly *sa*, thru Mason Warner Co., Chicago.
Obesan Inc., Chicago, 6 weekly *sa*, thru Mason Warner Co., Chicago.

WABC, New York

Community Opticians, Long Island City, New York, 3 *sp* weekly, thru Sterling Adv. Agency, N. Y.

KMPC, Beverly Hills, Cal.

Union Pacific Railroad Co., Omaha, 6 *sa* weekly, thru Caples Co., Chicago.

CKAC, Montreal

Molson's Brewery, Montreal, weekly *sp*, 7 weekly *sp*, thru Cockfield, Brown & Co., Montreal.
Imperial Tobacco Co., Montreal (cigarettes), 5 *t* weekly, thru Whitehall Broadcasting Ltd., Montreal.
Northern Electric Co., Montreal (Leonard refrigerators), 3 *t* weekly, thru Cockfield, Brown & Co., Montreal.

WOR, Newark

Philadelphia Dairy Products Co., Philadelphia (ice cream), 3 *sp* weekly, thru Scheck Adv. Agency, Newark.
California Fruit Growers Exchange, Los Angeles (Sunkist oranges), weekly *t*, thru Lord & Thomas, Hollywood.

WBNX, New York

Fels & Co., Philadelphia (Fels-Naphtha soap), *sa*, thru Young & Rubicam, N. Y.

KFYR, Bismarck, N. D.

Wasagaming Board of Trade, Wasagaming, Man., *sa* series, direct.

A RADIO WEEK Is Proposed by CKAC to Speed Fall Series

AIMED to promote earlier opening of all fall national campaigns on CKAC, Montreal, Radio Program Week has been created by Phil Lalonde, director of that station. Scheduled to begin Sept. 11, the CKAC plan will tie in with a special radio program edition of the newspaper *La Presse*, which owns and operates CKAC.

Favorable reaction to his plan has led Mr. Lalonde to suggest the idea of National Radio Program Week to CBS. "Promotion of this week on a national basis," says Mr. Lalonde, "would start most big programs earlier in the season. Too, it would lead to increased cooperation between radio stations and local newspapers, since advertisers would use extra-heavy newspaper space to tie in with special radio editions of local newspapers and announce the opening of their fall series."

June 19 will inaugurate Clients' Week at CKAC. During this week, the station's past and present 1938 clients will be saluted on a number of sustaining programs. Clients' Week was instituted last year by Mr. Lalonde, and met with such favorable reaction both from sponsons and advertising agencies that it was made an annual event.

ROUND TABLE discussion of the "Mission of Advertising" featured the June 15 session of the Advertising Federation of America convention in Detroit, with the informal talk staged in the auditorium studio of WWJ and broadcast from there. Taking part in the discussion (l to r) were David M. Noyes, executive vice-president, Lord & Thomas; Clarence Eldridge, vice-president, Young & Rubicam; Prof. Donal H. Haines, University of Michigan journalism department; Roy S. Durstine, president, BBDO. Herschell Hart, radio editor of the *Detroit News*, seeking listener reaction, took a poll after the broadcast and found "that one very logical thought had been received and retained. That thought was that advertising does *not* increase the cost of an article, anti-advertising propaganda to the contrary. Instead, advertising increases sales—increased sales increase production—which cuts cost to the consumer."

Radio Advertisers

CALIFORNIA PENSION PLAN, Hollywood (political), thru Cinema Adv. Agency, that city, is using four weekly half-hour *$30 a Week for Life* talks on 5 California Broadcasting System stations (KFWB, KERN, KMJ, KWG, KFBK) and six a week on KMTR, Hollywood, and KYA, San Francisco. Campaign will continue thru Nov. 8 with new stations being added to the list.

BULLOCK'S Inc., Los Angeles department store, thru Dana Jones Co., that city, for its August Sale, will use daily spot announcements on 8 southern California stations (KNX, KFI, KHJ, KFWB, KFAC, KFVD, KMPC, KIEV, KVOE) in a five-week campaign starting July 28.

CHAMBER OF COMMERCE, Long Beach, Wash., recently contracted with KIRO, Seattle, for two evening quarter-hours weekly throughout the summer for *Silver Sands*, its promotion feature pointing out to Pacific Northwesterners that the longest straight stretch of beach in America lies at Long Beach, 150 miles away.

DERMICO Laboratories, Hollywood (proprietary), using radio for the first time, on June 17 started a 13-week test campaign on KFWB, that city. Thrice-weekly quarter-hour morning program, *Beautiful Lady*, features Frances Wright as commentator. Royal Adv., Los Angeles, has the account.

HANCOCK OIL Co., Los Angeles, (petroleum products), sponsoring a six-weekly 10-minute early morning news period on KFOX, Long Beach, Cal. and KFSD, San Diego, has started similar programs on KFXM, San Bernardino, and KERN, Bakersfield. Chas. H. Mayne Co., Los Angeles, has the account.

CALTONE Corp., Los Angeles (Boysenberry Ade) which has never before advertised, on July 5 starts for 13 weeks participation six times weekly in the combined *Housewives' Protective League* and *Sunrise Salute* on KNX, Hollywood. Agency is Emil Brisacher & Staff, Los Angeles.

BASIC SCIENCE INSTITUTE, Los Angeles (health builders), new to radio, is using from three to six weekly quarter-hour musical programs on KMPC, KFOX, KTKC and KYA. This is being supplemented with spot announcements several times daily. Agency is Smith & Bull, Los Angeles.

ARMOUR & Co., Chicago, sponsored the broadcast of a speech by R. H. Cabell, president, from Omaha over KMA, Shenandoah, Ia., at the dedication of Armour's new million dollar pork house.

WRR, Dallas, has started Transradio News Service, quarter-hour daily for one year, sponsored by Webster-Eisenlohr, New York (Girard Cigars). N. W. Ayer & Son, Philadelphia, placed the account.

TIVOLI BREWING Co., second largest brewery in Michigan, is the new sponsor of Ty Tyson's 6 p. m. daily sports review on WWJ, Detroit, beginning July 4, replacing Minit Rub. MacManus, John & Adams, Detroit, handles the account.

QUAKER OATS Co., Chicago, whose Puffed Wheat and Puffed Rice accounts have been handled by Sherman K. Ellis & Co., New York, for five years, has appointed that agency to direct advertising of Aunt Jemima Pancake flour and Pettijohn's cereal.

B. C. REMEDY Co., Durham, N. C., through Harvey-Massengale Inc., Atlanta agency, has purchased the complete sport service of WSM, Nashville, a total of 1,508 broadcasts, during the next 12 months.

Maker of Money

GIL BREWER, city editor of the *Canandaigua* (N. Y.) *Messenger*, some time ago bought a 15-minute spot on WHAM, Rochester, wrote some good human interest copy about his clients' region, and then sold commercials to merchants and business men of Ontario County, south of Rochester. The program caught on, and he bought another quarter-hour. That clicked, too. Recently Mr. Brewer resigned his newspaper job to work full time on his radio advertising business.

Agency Appointments

ACME WHITE LEAD & Color Works, Detroit (automotive division only) to Holden, Graham & Clark, Detroit.

ANDREWS HEATER Co., Los Angeles, to Gerth-Knollin Adv. Agency, that city. Fall campaign being considered.

AURORA Laboratories, Chicago (Clear Again), to Erwin Wasey & Co., New York.

BAYUK CIGARS, Philadelphia, to Ivey & Ellington, Philadelphia.

CALIFORNIA Fruit Products, Hollywood (Sun-Gold Fruit Spread), to Gerth-Knollin Adv. Agency, Los Angeles. Plans include radio.

CALIFORNIA WALNUT GROWERS Assn., Los Angeles, to Lord & Thomas, Hollywood.

ILLINOIS MEAT Co., Chicago (corn beef hash), to J. Stirling Getchell, New York, on eastern territory.

LAVENA Corp., Chicago (bath powder), to Mitchell-Faust Adv. Co., Chicago.

MARS Inc., Chicago (candy), to J. Edward Long Adv. Agency, Chicago.

MORTON SALT Co., Chicago (industrial and smoked salt division), to Klau-Van Pietersom-Dunlap Associates, Milwaukee.

PINOLEUM Co., New York (proprietary), to Noyes & Sproul, N. Y.

POP'O Products, Chicago (French fried popcorn), to W. K. Cochrane Adv. Agency, Chicago. Radio is planned for coming campaign.

PRINCE MACARONI Mfg. Co., Boston, to Ingalls-Advertising, Boston.

PLEXO PREPARATIONS, New York (drug products), to Abbott Kimball & Co., N. Y. Spot radio will be used, probably in the fall.

SKINNER Mfg. Co., Omaha (Raisin Bran), to H. W. Kastor & Sons, Chicago.

STANDARD AID Conditioning, New York, subsidiary of American Radiator-Standard Sanitary Corp., to BBDO, N. Y. Use of radio is under consideration.

WINDSOR HOUSE Ltd., Hollywood (toiletries), to Alvin Wilder Adv., Los Angeles. Will use radio in fall.

Armstrong Continues

ARMSTRONG CORK Co., Lancaster, Pa. (Linoleum), has renewed *The Heart of Julia Blake*, heard three days weekly on 19 stations via WBS transcriptions. Agency is BBDO, New York.

free! Yes, it's Ready!

YOU can have for the asking a new 32-page book showing the *most startling survey* in Chicago Radio History, field intensity surveys and data that prove these stations *America's greatest publicity investment!*

WGES-WCBD-WSBC

Chicago

Two Quaker Oats Shows Are Booked for Autumn

QUAKER OATS Co., Chicago (for Quaker Oats and Aunt Jemima pancake flour), on Sept. 26 will start two programs on NBC-Red networks. One show will be a half-hour evening variety program on 60 NBC-Red stations originating in New York or Hollywood. Sponsored by Quaker Oats, time and talent have not been selected for the variety show which will be handled by Ros Metzger and Lawton Campbell, account executives of Ruthrauff & Ryan, agency in charge.

The second show will be participated in by Quaker Oats and Aunt Jemima. Titled *Girl Alone*, the program is a quarter-hour five-weekly dramatic serial scheduled for 4:45 p. m. on the NBC-Red network. Agency for Aunt Jemima is Sherman K. Ellis & Co., Chicago. It is understood that both shows are to run for 52 weeks. *Girl Alone* has been sponsored by the Kellogg Co. for the last two years and is presently aired as a sustaining feature on NBC from Chicago. Featuring Pat Murphy and Betty Winkler, *Girl Alone* is written by Fayette Crum.

Citrus Series Enlarged

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal., (pectin, lemon juices), thru Chas. H. Mayne Co., Los Angeles, has started its seasonal campaign using an average of three weekly five-minute transcribed commercials on KFI, KPO, KHQ, KSL, KIDO and KMBC. This is being supplemented with spot announcements. Other stations will be added as markets open.

Walnut Growers' Plans

CALIFORNIA Walnut Growers Assn., Los Angeles (cooperative), San Francisco, has appointed Lord & Thomas, Hollywood, to handle its radio in a special test campaign starting in early fall. Type of program to be used has not been announced, but it is understood a transcribed serial will be used in the major markets. Charles F. Meals is advertising manager of the association.

LAMBERT PHARMACAL Co., New York, has started promotion of Luster Foam, new ingredient in its toothpaste. Commercials have been added to *Grand Central Station* on NBC-Blue, and *True Detective* on five Mutual stations and five spots. Agency is Lambert & Feasley, New York.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

WEED and Company,

now affiliated with

Scripps-Howard Radio

WCPO

CINCINNATI

and with Memphis Broadcasting Co.

WMPS

MEMPHIS

WEED and Company

RESULTS COUNT MOST

Radio Station Representatives

- NEW YORK
- DETROIT
- CHICAGO
- SAN FRANCISCO

CLARK

for

QUALITY

in

ELECTRICAL TRANSCRIPTION PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark PHONOGRAPH RECORD CO.

NEWARK · N · J ·

216 HIGH ST.

Humboldt 2-0880

Reps

HOWARD H. WILSON Co., Chicago representative firm, has added WKBH, La Crosse, Wis., bringing its total of stations to 15, having resigned the representation of the following eight stations: WAAW, Omaha; WTAX, Springfield, Ill.; KGNF, North Platte, Neb.; KWJJ, Portland, Ore.; KGGF, Coffeyville, Kan.; KMPC, Beverly Hills, Cal.; KGER, Long Beach, Cal.; KUOA, Siloam Springs, Ark. The Wilson firm now represents: KFBJ KOAM KGBX-KWTO KGNC KFYO KRGV KGGM WJAG KMA WNAX WKBH WDGY WKZO WJBK WBCM.

DOMINION Broadcasting Co., Toronto, station representative firm, is moving July 1 to larger offices in the Carty Bldg., Yonge & Albert Sts., Toronto, where studios and audition room have been built for the firm's expansion into the recording and transcription business. H. B. Williams remains as president and Don Copeland, formerly vice-president of Associated Broadcasting Co., Toronto, will be in charge of the recording division. Associated announces it has been appointed to represent the following stations on a non-exclusive basis in Toronto and Montreal: CKCH, Hull; CHLN, Three Rivers; CJCS, Stratford; CKMO, Vancouver.

JACK SLATTER, of Dominion Broadcasting Co., Toronto, has been appointed exclusive representative for the Toronto area of CFCN, Calgary; CFRN, Edmonton; CFQC, Saskatoon.

J. WYTHE WALKER, formerly of WBBM and WIND, Chicago, and Harold A. Holman, who has been with Paul Block & Associates, *Farm Journal* and *Printers' Ink*, have joined the Chicago sales staff of Transamerican Broadcasting & Television Corp.

Thousands of Homes in the Rich Ohio River Valley States One of the Largest Purchasing Areas in America Keep Their Dials on

820 Kc

To Hear the Old Reliable Pioneer

WHAS

50,000 Watts

LOUISVILLE

★

The Courier-Journal
The Louisville Times

★

Has Been Keeping Old Friends and Making New Friends for More Than 16 YEARS

EDWARD PETRY & CO.

Radio Representatives

New York Chicago Detroit

Weed Signs New KXOK

WEED & COMPANY, station representatives, have signed KXOK, new St. Louis regional, for exclusive national representation, it was announced June 27 by Ray V. Hamilton, general manager. Arrangements were completed by Mr. Hamilton with Joe Weed, president of the concern, on June 25, with the representation to begin June 27. Weed & Co. also represent KFRU, Columbia, Mo., which is owned by the *St. Louis Star-Times* interests which will operate the new KXOK. Simultaneously, Mr. Hamilton asserted that work is progressing on the new station and that it is expected to begin operation on the 1250 kc. channel with 1,000 watts by mid-August.

Foreign Language Firm

JOHN PAUL AHRENS, for many years connected with Mark Cross Co., New York leather goods firm, has joined the foreign language radio organization of Johnston & Natirbov, which has changed its name to Johnston-Natirbov & Ahrens and taken large quarters at 420 Lexington Ave., New York. The company has started an extensive schedule of foreign language programs on WINS, New York, including Polish, German, Spanish, Czechs, Russian. The firm has also been appointed New York representative of German-American Broadcasting Co., Philadelphia, which features the German Radio Hour on WTEL and WHAT, Philadelphia, and WCBA-WSAN, Allentown, Pa.

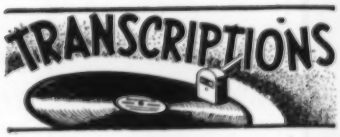
GEORGE P. HOLLINGBERY Co. has been appointed national sales representative for WNBZ, Saranac Lake, N. Y., WMFF, Plattsburg, N. Y., and WBCM, Bay City, Mich. A direct wire has been installed between WBCM and WWJ, Detroit, which is also represented by Hollingbery, so that the two stations are now being offered in conjunction to advertisers wishing more extensive Michigan coverage.

PRESS-RADIO FEATURES Inc., Chicago, has assumed exclusive Midwestern sales distribution for the radio programs division of Walter Biddick Co., Los Angeles, and David S. Ballou Productions, Hollywood.

WMBG, Richmond, Va., has appointed John Blair & Company as national representative, effective July 1.

WALR, Zanesville, O., has appointed Weed & Co. national representative.

TRANSCRIPTIONS



ASSOCIATION of Radio Transcription Producers of Hollywood is preparing a "code of ethics" for its membership. It will include methods of production and distribution. An effort will be made, in a national campaign, to establish Hollywood as the recognized transcription center of the United States, according to Charles C. Pyle, president of Radio Transcription Co. of America, who heads the group.

NEW material for Thesaurus sales manuals, sent to 220 stations subscribing to this NBC transcription library service, contains a list of 144 advertisers in 55 classifications of business which sponsor Thesaurus programs, as well as the comments of clients on the various features and revised lists of programs and subscribers.

NEW subscribers to NBC's Thesaurus transcription library service include: KYSM, Mankato, Minn.; WEBC, Duluth; WNBZ, Saranac Lake, N. Y.; WLVA, Lynchburg, Va.; WDBO, Orlando; WBAX, Wilkes-Barre; WLAW, Lawrence.

STANDARD RADIO, Chicago, announces that the following stations have subscribed to the Standard Program Library in response to its new Tailored Transcription Service: KGLU KXL WIS WBCM WCPO WNOX WMPS KSO-KRNT KFAM WCOU KTHS WTOL WCOL KMMJ WMCA KTRI WHLS KRIC KWLK KGAR KUTA.

C. P. MacGREGOR, Hollywood transcription concern, announces among the new subscribers to its library service: KFH WICA WDOD KNBY WGRM WGPC KFDM WSNJ KOCY WDAE WTOC WJRD KBST KFXD WBHP WDSU WRBL KVRS WGTM WBAX WATL.

EARNSHAW Radio Productions, Hollywood, will start producing a new *Chandu* series shortly. Harry Earnshaw, head of the production unit, is writing the series, titled *Return of Chandu*, with the cast used in the former series.

TWENTIETH Century Radio Productions, Hollywood, has completed 39 quarter-hour episodes of *Sunny Side Up*, a story of family life, written and produced by Hal Berger. Firm has also completed *Five Star Theatre*, a series of 39 half-hour dramatic programs, each complete in itself, directed by William Lawrence.

RADIO TRANSCRIPTION Co. of America, Hollywood, is offering a custom-made comedy serial, *Oh, Deah*, which features Zazu Pitts and Elvia A. Allman.

Second in U. S. — only Iowa has less unemployment than Vermont. This WNBX market enjoys

Steady Income

CBS

WNBX

VERMONT · NEW HAMPSHIRE

THIS IS HEADLINE NEWS FOR RECORDING ENGINEERS

PRESTO

HAS DEVELOPED A COMPLETELY NEW DISC FOR *Instantaneous Recording*

Look for the "Q" at the center of the seal. This identifies the New Presto Green Seal Disc.

FOR years we have been looking for the formula that would produce the perfect disc for instantaneous recording. Six months ago we discovered a new manufacturing process. We made over 1,000 experimental discs by this process, each slightly different.

Some were too soft. They cut quietly but they wouldn't reproduce the higher frequencies. Their playing life was limited. The thread would not clear the cutting needle. It stuck in the groove.

Some were too hard. They required a ticklish needle adjustment to cut properly.

Some of the experimental discs changed their characteristics after a few months exposure to open air making them unsuitable for many important uses.

One day we found the answer to our problem. We discovered a composition in which we could cut a smooth shiny groove without critical needle adjustments. The surface noise was unbelievably low, at least 15 db less than any disc we had produced in the past.

Yet the new material was amazingly durable. We tested the playing life by recording a 1,000 cycle tone in a single circular groove. After 500 consecutive playings the signal level had decreased only 2 db. The noise level had increased only 5 db.

Baking the new disc at 150°F. . . . exposure to direct sunlight for several weeks had no perceptible effect on its quality. The new discs reach their maximum hardness during the manufacturing process.

At last we have a disc that satisfies us in every respect.

NOW WE WANT YOUR OPINION. WE ASK THAT YOU TRY ONE OF THESE NEW DISCS AT OUR EXPENSE.

At the request of any radio station, advertising agency or other commercial user of instantaneous recording equipment, we will send, free of charge, a sample 12" Presto Green Seal disc made by our new process. Test it thoroughly, then let us know how you like it. We think you'll agree with the engineers who tried the first samples. We've really got something.

NEW PROCESS PRESTO DISCS ARE NOW AVAILABLE ONLY IN 12", 16" AND OVERSIZED MASTERS. OTHER SIZES WILL BE AVAILABLE AUGUST 1st. THE PRICES ARE THE SAME AS YOU NOW PAY FOR GREEN SEAL DISCS.

FEATURES OF THE NEW "Q" DISC.

1. **Surface noise 15 d b lower than any previous Presto disc. No hiss, no crackles, no ticks, no surface irregularities.**
2. **Clean, crisp, high frequency response.**
3. **Thread clears the needle ¼ to 1 inch, reducing danger of tangling, simplifying outside-in cutting.**
4. **Thread is slow *burning*. Only an open flame will ignite it.**
5. **Long playing life, the toughest disc we've ever produced.**
6. **Long shelf life. All volatile substances are driven out in the final stages of manufacture.**
7. **Quick delivery by air express anywhere in the U. S. within 24 hours.**

We couldn't install the new manufacturing process and still continue to ship thousands of discs daily to our regular customers. So, to make the new disc, we equipped a new plant, a building sealed within a building, air conditioned throughout to assure uniform quality and prevent contamination by dust or moisture. This new plant triples our daily disc production so that in spite of the rapidly increasing demand . . . *PRESTO WILL CONTINUE TO SHIP YOUR DISC ORDERS THE DAY THEY ARE RECEIVED.*

PRESTO RECORDING CORPORATION
147 W. 19th ST.

Agencies

BOWMAN & COLUMBIA Inc. is the new firm name of Luckey Bowman & Co., New York. Curtis F. Columbia, vice-president of the agency, has become a partner. Mr. Bowman continues as president. On June 23 the agency moved to 155 E. 44th St.; new telephone is MUrray Hill 2-8260.

MANN HOLINER, radio director of Lennen & Mitchell and manager of the agency's Los Angeles offices, will return to New York July 5. Jay Clark is in charge of the Los Angeles offices during his absence.

DUKE RORABAUGH, producer, writer and announcer, has resigned from Transamerican Radio & Television Corp., New York, to become radio director of Blaine-Thompson Co., New York agency.

TOM McAVITY, Hollywood manager of Lord & Thomas, is in New York to confer with agency executives on the Pepsodent Co. new fall show which will feature Bob Hope and emanate from the West Coast. He is to return July 15.

JAMES H. WRIGHT has resigned as vice-president of BBDO, New York, to join Lord & Thomas as account executive on American Tobacco advertising. In the latter post he succeeds James Rogers, who recently resigned to return to the vice-presidency of Benton & Bowles.

JOHNNY MURRAY, radio director of Heintz-Pickering & Co., Los Angeles, is commentator on the five-weekly quarter-hour *Johnny Murray Talks It Over*, sponsored by Franco-American Baking Co., on KFAC, that city.

JOSEPH C. KEELEY, with N. W. Ayer & Son, New York, for eight years, and in charge of radio publicity for four, has resigned to join the publicity department of J. M. Mathes Inc., New York.

LOUISE LUDKE, production manager of Emil Brisacher & Staff, Los Angeles, has been installed as president of Los Angeles Advertising Women, the first agency woman to head the organization. Marie Sweeney, Secretary-treasurer of Dan B. Miner Co., has been elected a director.

LUCILLE JONES, formerly of KFOX, Long Beach Cal., is now with Uhl Service Adv., Los Angeles, as account executive.

J-W-T Coast Plans

CONSOLIDATION of J. Walter Thompson Co. Los Angeles offices with the agency's Hollywood radio production department is under consideration. It is understood that J. Walter Thompson Co. is planning either its own Hollywood building or moving from its present quarters at 6331 Hollywood Blvd. to a new location. If plans are consummated, move will take place in fall. Meanwhile T. R. Paulson, Los Angeles manager, has been transferred to St. Louis where he succeeded Fred Fidler as head of the agency's office in that city. Tom Cooper has been appointed acting manager of the Los Angeles offices. Mr. Fidler was transferred to New York. Denny Danker, vice-president in charge of radio, heads the Hollywood division.

HOWARD & GYMER, Cleveland, has moved to Union Commerce Bldg.

ROBERT KNOWLDEN AGENCY, Los Angeles talent bureau, has moved to 8611 Sunset Blvd., that city.

SAMMIS & DARLING Adv. Co., with offices in the Commonwealth Bldg., San Diego, Cal., has taken over the business formerly operated by Frost & French. Herbert F. Sammis, formerly of J. R. Casey & Associates, New York agency, is in charge of radio. Mr. Darling was formerly in charge of Arizona sales of Gilfillan Radio.

MILTON WEINBERG ADV. Co. has moved to larger offices at 325 W. 8th St., Los Angeles.

WALTER SCHWIMMER of Schwimmer & Scott, Chicago advertising agency, is the father of a girl born June 9.

JOHN WOODROW LOVETON, of the Ruthrauff & Ryan radio production staff, will marry Virginia Farmer, Rhinelander, Wis., July 18.

IVEY & ELLINGTON, a new agency, has been formed by Neal D. Ivey, recently resigned as vice-president of McKee, Albright & Ivey, and Jesse T. Ellington, resigned vice-president of J. M. Mathes Inc., New York. Offices of the new agency are at 1400 S. Penn Square, Philadelphia.

E. A. ELLIOTT, formerly space buyer and head of the schedule department of the Campbell-Ewald Co., New York, has been appointed director of media, and will supervise selection of media and buying of radio time.

DICK DUNKEL has resigned as time-buyer of Benton & Bowles, New York, and will shortly open offices to conduct his own business, nature of which has not been disclosed. He is succeeded as Benton & Bowles time-buyer by William Fagan.

D. E. ROBINSON, general manager and research director of the Federal Advertising Agency, has been elected president of the Market Research Council of New York, succeeding John Karol of CBS.

CAL SWANSON, J. Walter Thompson Co., New York executive is in Hollywood.

EVERARD MEADE, Young & Rubicam, Hollywood producer of the NBC *Burns & Allen* show, is the father of a girl born June 21.

C. LAWTON CAMPBELL, New York radio director of Ruthrauff & Ryan, recently was in Hollywood conferring with Tiny Ruffner, west coast vice-president and radio manager, on new fall shows.

DON D. STAUFFER, Young & Rubicam, New York vice-president in charge of radio, is in Hollywood to confer with Tom Harrington, West Coast manager.

MEL WILLIAMSON, radio director of Hixson-O'Donnell Adv., Los Angeles, is recovering after fracturing several ribs in a fall.

PHYLLIS REAY, script writer who formerly worked on *Betty Crocker*, CBS General Mills program, has joined the copy staff of George Rijur Inc., New York.

KSD IN ST. LOUIS

KSD's Summer schedule of commercial programs is by far the greatest in the station's history.

KSD is a tremendous influence in the building and maintaining of sales in the St. Louis area.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

For specialized and intimate approach to the FOREIGN RESIDENTS

69%

OF METROPOLITAN NEW YORK

the answer is WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

FCC Winding Up Hearing on Allocations

Pact Ratification Expands Scope Of Session

HEARINGS before the FCC "Superpower Committee" on proposed new rules and regulations to govern broadcast allocations began their fourth and presumably final week June 27. With the ratification June 15 of the Havana treaty by the Senate, the way was opened for actually taking into account revised allocations but the hearings proceeded on the original basis of existing allocations in connection with proposed rule changes. The following is a continuation of the running account of the hearings as begun in the June 15 BROADCASTING:

To conclude WLW's direct presentation June 15, Duke M. Patrick, counsel for the Crosley station, recalled James D. Shouse, vice-president of Crosley Radio Corp. in charge of broadcast operations; Dr. Richard R. Mead, statistical expert of the marketing department of Wharton School of Finance & Commerce, and Jerry Branch, WLW research engineer.

Questioned by Comdr. Craven, Dr. Mead expanded his view that high-power stations would never shut out small local or regional stations because national advertisers are anxious to secure local support through local stations in individual communities and regions. He added that his figures presented "a reasonably accurate picture of what has happened in the WLW area", although this probably was no proper base upon which the Commission could establish a policy for the entire nation. He explained that he did not present his material as indicating any nationwide trends.

Mr. Branch supplemented earlier comparisons of rate structures, which were based solely on percentages, with dollar-and-cent comparisons, as requested by Comdr. Craven. The exhibit, which listed rates for 75 clear channel, regional and local stations, as of January, 1930, and January, 1938, showed WLW's basic hourly nighttime rate as $1,080 in January, 1930, and $1,200 in January, 1938. WABC, New York, jumped from $600 in 1930 to $1,250 in 1938, the highest 1938 rate of the 33 clear channel stations listed; WJZ and WEAF, New York, from $750 to $1,200; and WOR, Newark, $750 to $1,100. Five Chicago stations—WGN, WBBM, WENR, WLS, WMAQ—showed 1938 rates ranging from $720 to $750, representing jumps of from 66⅔% to 140% over 1930.

Urges 50 kw. Minimum For I-A Channels

Among the 22 regionals listed by Mr. Branch, WWJ, Detroit, and WCKY, Cincinnati, showed the highest 1938 rates, $475 and $440, respectively, up from $340 and $300 in 1930. WJW, Akron, registered the highest hourly rate, $150, of the 20 locals mentioned, with WCOL, Columbus; WFDF, Flint, and WJBK, Detroit, next at $125.

Mr. Shouse agreed with the statement of Edwin W. Craig, chairman of the Clear Channel Group, that Paragraph 1 of Rule 31.2 of the proposed rules be modified to provide for a minimum 50 kw. on Class I-A channels rather than the present specification of a flat power of no more or no less than 50 kw. He made the suggestion that I-A stations be licensed to operate with power in excess of 50 kw. when the added power will not cause interference to stations on adjacent channels or foreign transmitters, when the station's primary and secondary service areas naturally fall within continental United States, provided the added power is necessary to supply radio service not otherwise available and that at least 50% of the station's programs which would not otherwise be available to a particular audience, consist of live talent originated by the station.

Commission Counsel Porter asked Mr. Shouse for additional figures on WLW's charges to networks for carrying programs—for which Mr. Branch's exhibit showed WLW's rate to advertisers buying time as $1,200 per hour—and inquired about "discounts to networks." When Mr. Patrick objected to the query, Mr. Porter indicated that he was not satisfied with the rate comparisons offered since they went back only to 1930 and did not cover the prior years during which WLW enjoyed a comparatively higher rate than the other stations listed. Mr. Patrick explained that he objected to the question "at these hearings" but would present such figures "at another hearing where they will be pertinent."

Dr. Levy Offers Plea For Class I-A Rating

Further testimony on the WCAU plea for Class I-A assignment was presented June 15 by Dr. Leon Levy, president of the station. In a prepared statement he gave the history of WCAU, emphasizing that Philadelphia, third largest city, would not have a Class I-A assignment. WCAU, he estimated, would do a gross business in 1938 of $800,000, business to June 1 having amounted to $430,000.

Public service aspects of WCAU's operation, investment in facilities and pioneering work in programming field, were outlined by the dentist-broadcaster. Asserting WCAU is the only 50 kw. clear-channel station in Philadelphia and in the Eastern part of Pennsylvania, he said it is the only station in Philadelphia, regional or clear, that is "personally operated by its owners." Under the proposed rules and regulations, WCAU would become a I-B station with another station within the continental limits of the United States placed on its frequency which, under the Havana Treaty, would become 1210 kc.

Under cross-examination, Dr. Levy asserted that, if necessary the number of Class I-A channels should be increased beyond 25 to take care of worthy stations such as his. Asserting he had "always felt" WCAU should have a better frequency, he said prestige of the station would be affected by being relegated to I-B status.

Asked by Commissioner Craven whether his objection would be eliminated if the proposed rule were changed to make no discrimination between I-A and I-B channels, Dr. Levy said that would eliminate the "most important" objection. Adverse reaction from advertisers results from the secondary classification, he declared. If all stations along the East Coast were made I-A, he declared, most of the objection would be averted, because it would put WCAU in a better competitive position.

Under examination by Mr. Porter, Dr. Levy estimated that he, together with his brother, Isaac D. Levy, own approximately 10% of CBS stock. The station recently purchased 2,000 shares of the network stock he said.

Asked if he had any objection to the proposed rule governing cultural programs "as may be required," Dr. Levy said he did not want to venture any opinion on it.

A strong and comprehensively prepared case for Class I-A status for WOR, Newark, next was presented. First spokesman was Alfred J. McCosker, president of the station and chairman of Mutual.

Questioned by his attorney, Frank D. Scott, Mr. McCosker categorically stated the WOR position in opposition to its proposed I-B assignment on the 710 kc. channel.

McCosker Presents Strong Case for WOR I-A Status

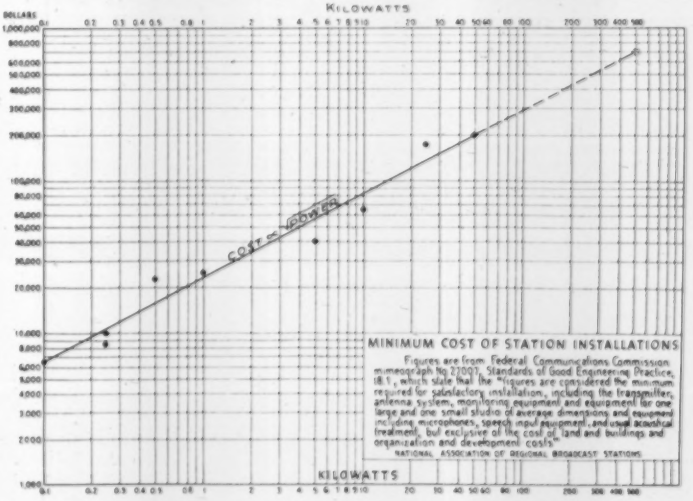
Mr. McCosker opposed Rule 31.2 limiting power to 50 kw. He said he saw no necessity or apparent value in the adoption of a rule restricting the Commission's authority to grant the use of power in excess of 50 kw. Moreover, he pointed out that under the Havana Treaty, neighboring nations would be in a position to use power greater than 50 kw. and thus the restrictive rule if adopted would serve "the negative purpose of inviting our neighboring foreign nations to encroach on our commercial markets and to spread such gospel as they may choose."

In attacking the proposed FCC rule classifying WOR as a I-B station, Mr. McCosker pointed out there are four full-time clear channel stations in the New Jersey-New York area—WEAF and WJZ of NBC, WABC of CBS, and WOR. WOR is the only full-time clear channel station assigned to New Jersey, whereas New York State has five full-time clear channels, he said.

"The original announcement by the FCC on assignment of stations "promptly occasioned adverse repercussions toward WOR," the witness stated. "The advertising agencies immediately contacted us with a query as to why WOR was relegated to a I-B classification. It may be urged that this is mere psychology. Such a diagnosis has been made of depressions and other social convulsions. * * * It may be urged there is no material difference between I-A and I-B but we cannot convince our customers and prospects that there is a distinction without a difference."

As a matter of fact, Mr. McCosker asserted, there is a material difference between these stations independent of comparative protection to service areas. The Class I-A station has the opportunity of promotion and expansion, he said, while the Class I-B station is definitely static.

Mr. McCosker pointed also to the provision of the Communications Act specifying an equitable allocation of frequencies, hours of operation and power among the several States. WOR, as a New Jersey station, he contended, is entitled to Class I-A status. He also advocated increase in the number of Class I-A assignments if that is necessary, pointing out that the treaty does not place any limita-


KILOWATTS
DOLLARS
COST = 1000 P^0.85
MINIMUM COST OF STATION INSTALLATIONS
Figures are from Federal Communications Commission memorandum No. 27007, Standards of Good Engineering Practice, 1-8-1, which state that the "figures are considered the minimum required for satisfactory installation, including the transmitter, antenna system, monitoring equipment and equipment for one large and one small studio of average dimensions and equipment including microphones, speech input equipment, and usual acoustical treatment, but exclusive of the cost of land and buildings and organization and development costs."
NATIONAL ASSOCIATION OF REGIONAL BROADCAST STATIONS
KILOWATTS

STATION installation costs, including studios and studio apparatus, are graphically depicted in this chart, introduced in evidence before the FCC during the hearings on proposed new rules and regulations. Prepared by Dr. G. W. Pickard, consulting engineering expert for the National Association of Regional Broadcast Stations, the exhibit shows estimated minimum costs "from scratch", ranging from $6,500 for a 100-watt station to $700,000 for a complete 500,000-watt plant.

"INCOME TAXES?"—
WHUT'S
THEM
THINGS?

It's a darned rare villager in Greasy Creek or Sulphur Lick (Ky.) who pays an income tax—and they don't *earn* enough income to buy many of the things sold by radio, either! But WAVE's listening area is garnished with *twice* as many income tax payers as found in *all* of the 93 Kentucky counties outside WAVE's sphere, *combined!* It contains 67% more wired homes; 59% more passenger cars! So, fellers, be thrifty and use WAVE to sell Louisville! You'll make *more sales*—at less cost!

An N. B. C. Outlet

National Representatives
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

tions on the number of channels which may be used for that purpose since it specifies that "at least 25" of the channels shall be so assigned.

Discussing specifically the 710 kc. frequency, Mr. McCosker said his understanding of the reason for its relegation to Class I-B status was because of the experimental operation of KIRO, Seattle, on the wave. He said this could not be a sound reason because WJZ operating on 760 kc. is placed in a I-A classification and it has WBAL, Baltimore, operating experimentally on its channel.

He added that the experimental operation of KIRO, by the terms of its license, is subject to revocation without notice. Moreover, he contended the station is designated as regularly assigned on the 650 kc. frequency and its present experimental operation on 710 was authorized by the FCC "with our consent". This occurred at a time when the possibility of I-A or I-B operation was not anticipated, he said.

"It is our position that the present status of KIRO on 710 kc. frequency is not a legal, equitable or practical obstacle to the classification of the 710 kc. frequency as a I-A channel. If the Commission is unable to concur in such opinion, and considers it essential that KIRO be removed from that frequency to entitle the frequency to a I-A classification, that can be accomplished. Anticipating such a possibility, WOR has filed with the Commission the formal withdrawal of its consent to further simultaneous night-time operation on this frequency, experimentally or otherwise."

Under cross-examination, Mr. McCosker said his primary objection to I-B classification aside from client reaction was that it "stultifies our growth." Asked by Commissioner Case whether he had any objection to I-B operation for WOR if all stations in the New York area were in the same classification, Mr. McCosker said the primary objection would be immediately relieved but that he would still object for WOR because of the "psychological reaction" and because it would estop future development.

Remoted to IRE

REQUIRED to remain in Washington for the FCC allocation hearings, William B. Lodge of the CBS engineering staff, was not deterred from making his scheduled illustrated talk before the Institute of Radio Engineers convention in New York. He had his speech piped from WJSV to the convention, where another technician handled the lantern slides. He talked on selecting a site for a broadcasting transmitter.

Engineering Aspects Outlined by Jansky

The engineering case in behalf of WOR was presented by C. M. Jansky Jr., senior member of the firm of Jansky & Bailey, who introduced charts which he explained under examination by Counsel Scott. Dr. Jansky described the difference between Class I-A and I-B stations and the limitations affecting the operation of the latter insofar as protection and service are concerned.

The purport of Dr. Jansky's testimony was to show that WOR on the 710 kc. frequency could perform a more meritorious coverage service as a I-A frequency than numerous other stations in the same geographical area slated for I-A operation. Because WOR uses a directional antenna, it would produce the strongest signal throughout the largest area in the United States of the four stations in he New York area as a Class I-A outlet, he said.

Dr. Jansky explained also that WOR is flanked on one side by WLW on the 700 kc. channel and on the other by WGN on the 720 kc. channel. Cross-talk now results, he said, because of the WLW operation. He claimed that if WLW and WGN both operated with 500 kw. while WOR remained at 50 kw. because of I-B classification its signal would be hemmed in to only 30% of the area served with WLW and WGN at 50 kw.

A bar chart placed in the record showed that the WOR area with WLW and WGN operating with 50,000 watts would cover something like 480,000 square miles, but the WOR area with the two stations operating with 500,000 watts would be restricted to approximately 190,000 square miles. Asked how it would be necessary to modify the proposed rules to prevent loss of coverage to WOR if both WLW and WGN were granted 500 kw., Dr. Jansky said there were one or two alternatives—to require WGN and WLW to install directive antenna systems maintaining the same radiation in the direction of the WOR coverage area as at present, or the designation of the WOR 710 assignment from I-B to I-A, along with a similar power increase to 500 kw. The second alternative, he said, is the best possible solution.

Dr. Jansky explained that the block of frequencies 700, 710 and 720 is unique in the fact that on each side are channels assigned to foreign countries. If any block of frequencies in this country would appear to be suitable for power assignments above 50 kw., he said, "it would seem that this is the block inasmuch as there would be no side channel interference problems in connection with the operation of any station upon the immediately adjacent channels in the United States."

In summarizing, Dr. Jansky said if the ability to deliver the strongest uninterfered with skywave signal over the largest area in the United States is to be considered a determining factor in selecting stations for the I-A classification, "then certainly WOR should be first choice insofar as the New York-Newark assignments are concerned."

Maland Continues Clear Channel Brief

To complete the Clear Channel presentation which had been interrupted by several other cases, Joseph O. Maland, vice-president and general manager of WHO, Des Moines, and a member of the executive committee of the Clear Channel Group, on June 16 began presentation of a 60-page statement, going into economic and social ramifications of the issue. He was on the stand three days including cross-examination.

Mr. Maland's analysis went into the FCC's breakdown of 1937 business, challenging many of the FCC deductions and, in some respects, criticizing the formula used in arriving at net figures for certain groups of stations, notably regionals in larger cities and the major networks.

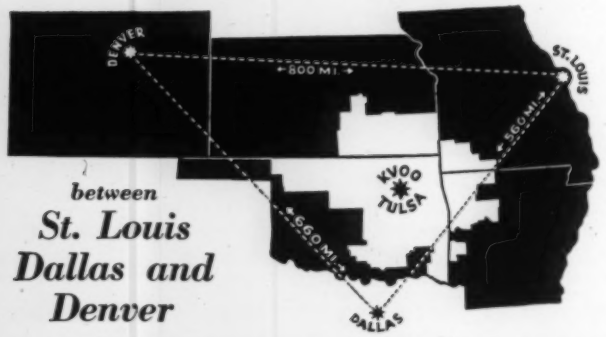
He offered 54 exhibits, largely dealing with projections of the FCC's analysis, under cross-examination of Louis G. Caldwell, Clear Channel Group counsel.

To the significant question as to the competitive affects, if any, the increase in power to 500 kw. for all 25 of the proposed Class I-A stations would have upon other stations Mr. Maland said it was his opinion the result would be beneficial both to the other classes of stations and to the public.

He added that what little competition now exists between a 50 kw. clear channel station and a regional or local in the same city would disappear. WLW, for example, he said, carries no local advertising. For the remaining 28 full-time 50 kw. stations he said the local advertising volume amounts to 22.5%.

Asked what competitive effect the proposed increase would have upon stations in other cities within the primary service area of the clear channel station, he said that situation raised the only serious question of competitive efforts. "Where the signal from the clear-

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

channel station becomes strong enough to be classed as satisfactory primary service in the other city, I must admit that a new competitor enters that city with the potential ability to attract some or a large portion of the audience in that city."

Stations Will Not Lose Network Place

Elaborating on testimony of J. H. DeWitt, engineering witness for the Clear Channel Group, Mr. Maland said there are 23 regional and local stations brought within the 2 millivolt contour of stations slated for Class I-A operation assuming they procure 500 kw. He said experience had shown these stations would not lose network affiliations. But even if all 23 local and regional stations brought within these 2 millivolt contours lose their network affiliations, he said their resultant loss in revenue "is not a reason for preventing the people of the United States from receiving the improved service."

On network affiliation, assuming 500 kw. operation, Mr. Maland said if the Class I-A station continues with the same network and broadcasts the same amount of network programs, it cannot take any other type of business away from the regional and local stations in other cities, at least to any substantial degree. If it does not, it will not cause any regional or local station to lose its network affiliation. "It may cause one kind of damage or the other to a few stations, but it cannot do both, at least without increasing the number of hours shown on the face of the clock."

In summarizing the network-spot business possibilities, Mr. Maland said he conceded that a small amount of national spot advertising may be lost by regional and local stations brought within the 10 millivolt contours, and perhaps a little beyond it, "but this will be at least equalized by the business which the Class I-A stations lose to the smaller stations. Clearly, the Class I-A station cannot take any local advertising from the smaller stations, since the local advertiser in a neighboring city cannot possibly be expected to pay the much higher rates for coverage he cannot use."

Based on the FCC analysis, Mr. Maland discussed national, local and spot advertising distribution. Of the total network advertising time sales in dollars for 1937, he said, 43% went to fulltime 50 kw. clear-channel stations; 43.3% to fulltime regional stations; 2.21% to full-time local stations, and the remainder to all other classes. Network advertising represents 38.6% of total time sales of clear-channel stations, 29.3% for regionals, and 7.6% for locals.

In national spot advertising, the 50 kw. stations had 43.5% of the total, regional stations, 35.6%, and local stations 2.77%. For the 50 kw. stations, this advertising represented 40.4% of their total sales; for the regionals 25.1% and for the locals 9.9%. Conversely, he pointed out, in local advertising the 50 kw. stations have only 15.3% of the totals, the regional stations 43.9%, and the local stations 15.7%. For the 50 kw. stations, this represented 21% of their total sales, for the regionals 45.6%, and for the locals 82.5%.

In summary, he said local stations over the entire country draw 82.5% of their revenue from local advertising at present, regional stations 45.6%, and clear channel stations 21%. "It is the latter's 21% of local business which will be lost to other classes of stations, amounting to over $4,400,000 in sales," he said.

Economic, Social Power No Serious Question

In response to claims of undue power and influence from superpower operation, Mr. Maland said he did not see that any serious question of this sort is involved.

Analyzing the FCC figures showing total time sales of $118,000,000 for 1937, Mr. Maland said the question apparently intended was whether the 25 Class I-A stations would take too large a portion of the total revenue and whether because of this, they would somehow acquire undue economic power over other stations.

The FCC figures showed sales of $118,000,000, with the network portion about $36,000,000 and the portion of 624 stations at about $82,000,000. Out of the total net income of some $19,000,000, the networks received about $3,500,-

Key Witnesses

Mr. Maland

Mr. McCosker

WALTER BIDDICK COMPANY

SHREVEPORT

LOS ANGELES — NEW YORK
HOUSTON — CHICAGO
DALLAS — OKLAHOMA CITY
SEATTLE — NEW ORLEANS

Shreveport Tops 'Em All

ON A per capita basis Shreveport leads all except one city in the United States in building for the first four months of 1938. On the same basis, Shreveport tops all of the cities listed above.

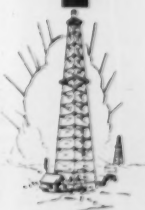
In total building in the same period Shreveport was 19th in the nation, regardless of population. It is one of the 11 cities out of the 20 highest in volume to show an increase in permits for this year over the same period last year.

Shreveport maintains its position as the center of the white spot in Nation's Business map.

This is another proof of our statement that "there is no recession in this market."

KWKH and KTBS are the only network stations within 175 miles of Shreveport.

In the Center of the World's Greatest Oil and Gas Area



KWKH 10,000 WATTS CBS

KTBS 1,000 WATTS NBC

REPRESENTED BY THE BRANHAM CO.

SHREVEPORT • LA •

BIG Industries! Payrolls!

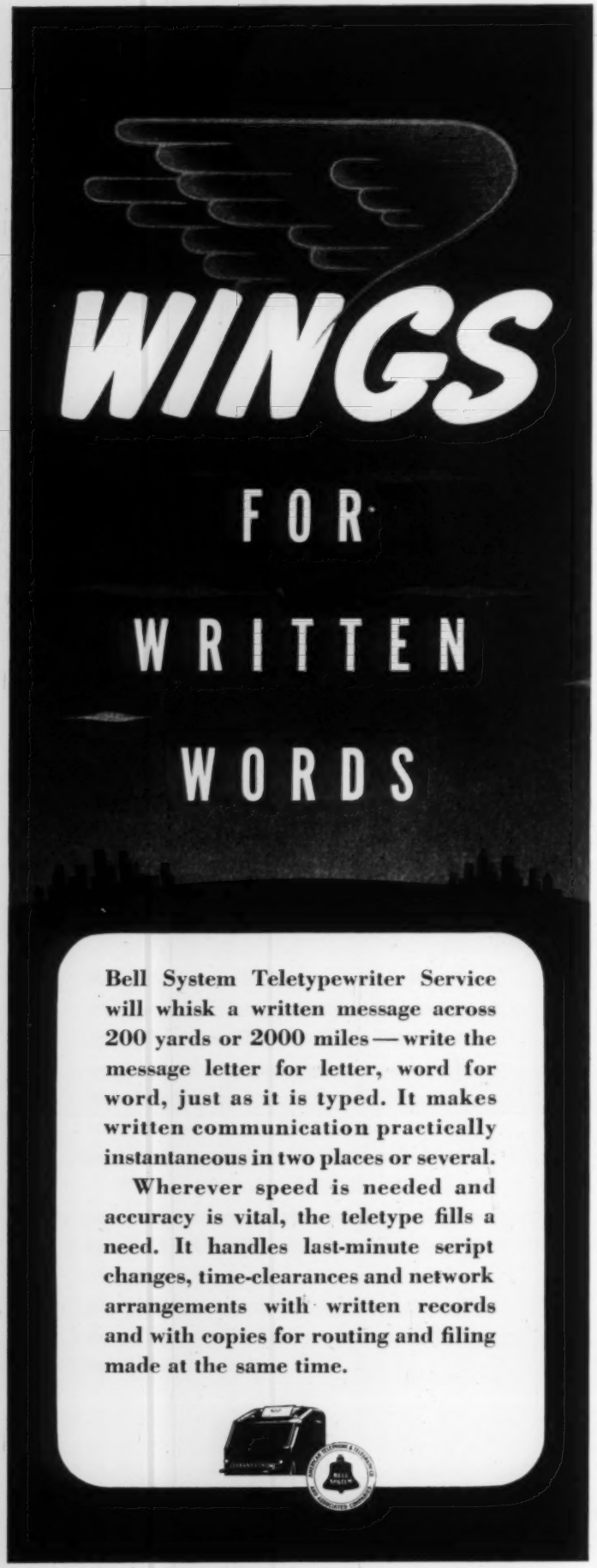
Advertisers over WAIR often express amazement at the quick, constant response from listeners. WAIR is a sales producer if there ever was one.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer


WINGS
FOR
WRITTEN
WORDS
Bell System Teletypewriter Service will whisk a written message across 200 yards or 2000 miles — write the message letter for letter, word for word, just as it is typed. It makes written communication practically instantaneous in two places or several.
Wherever speed is needed and accuracy is vital, the teletype fills a need. It handles last-minute script changes, time-clearances and network arrangements with written records and with copies for routing and filing made at the same time.

000 and the stations about $15,500,000. The tables also disclosed that the 33 clear channel stations of 50 kw. or more accounted for almost one-third of the total revenue and about one-half the income of all stations and that out of the net revenue for all stations of $15,412,128, these 33 stations received $7,973,835, or more than half.

While asserting that under any interpretation these figures are impressive, he said they did not clearly portray the situation. It was here that Mr. Maland attacked the network breakdowns, saying they do not segregate regional stations with network affiliations operating in cities corresponding in size to those in which the 50 kw. stations are located as distinguished from the minor market regionals. This group, he said, if so segregated, along with full-time locals in a similar position, would show "very handsome profits". Such figures, he said, would dispel the notion that the 33 50 kw. stations are acquiring any economic advantage over other classes of stations under similar circumstances.

"Far more important, however, is the failure of the tables to reveal the actual share taken by the two major network companies from the total revenue and income of the broadcasting industry," he declared.

The figures showed these networks received about $3,500,000 out of the total net income of slightly under $19,000,000, he said. "Actually, Columbia alone had a net income, after taxes, of slightly under $4,300,000 for 1937, according to its published statement, and NBC had profits of $3,700,000 for the same year, or a total of about $8,000,000 for the two companies. The gross income for the two companies was over $75,000,000."

Figures Are Arbitrary, Not Unfair or Inaccurate

In seeking to explain this, Mr. Maland said that one of the tables showed net income after taxes for the major networks of some $6,300,000, which figure was not carried forward to the general network breakdown. One reason for that, he said, was that the revenue and income of 13 stations owned, leased, or managed by the networks, "appear to be entirely excluded from the figures for the networks and to be considered as figures for the stations in Table 15. This figure includes eight full-time 50 kw. stations, one high-power regional station, and four regional stations with very desirable assignments in cities of substantial size."

He concluded that in assigning to the networks a net income of about $3,500,000, the table excluded both the revenue from the 13 stations mentioned as well as the revenue from nine key stations, of which seven are full-time 50 kw. stations, one a part-time 50 kw. station, and one a clear-channel station of less power. The reason, he said, is that the figures for the 29 full-time stations of 50 kw. or more include 15 of these network stations and the four part-time stations include one network station. He said also the figures for net income of these network stations are far above the average for the 50 kw. stations and make their net income appear "greatly out of proportion when compared to that of other classes of stations."

After a further breakdown of these figures, Mr. Maland said that undoubtedly the allocation of net income to the nine key stations owned, leased or managed by the networks, was done on an arbitrary basis, with no intention of being unfair or inaccurate. "Nevertheless, the resulting picture is unfair to the independently owned 50 kw. clear channel stations if any inference is drawn from these totals that there is some danger of undue concentration of social or economic power. If figures showing a large net income are an indication of such danger, and I do not contend that they are, the networks and not the independently-owned 50 kw. clear channel stations constitute the danger. They have taken something like $8,000,000 out of the total net income of less than $19,000,000 for 1937."

In opening his statement, Mr. Maland first covered economic support for 500 kw. stations. Dealing with the probable increase in rates, he estimated the increase in cost per hour of operation of a 500 kw. station is $25.06, representing an annual increase of $162,920. He added, however, he was convinced the real increase in cost would be greater than the bare technical items. After going into these other factors, such as likely increased fees all down the line, including ASCAP, he said it was his opinion the increase in rates for 500 kw. stations over 50 kw. stations, would range from between $175 to $200.

There would be increased program expense along with the technical, he said. Moreover, he declared, this was confirmed by WLW's experience when it increased its hourly rate from $990 to $1090 and thence to $1200 per hour. To the question of what commercial support would be available, Mr. Maland said he felt there would be plenty of new business to take care of the increased expenditures.

He pointed to the strides already made by broadcasting in its short tenure as an advertising medium and to many analyses covering availability of advertising for the five general media. Pointing out that broadcasting had a decade of being heavily in the red before it even approached breaking even, he said, however, that since its advent as a national advertising medium, it has taken remarkable strides and opened new fields. While other media during the first

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

few months of 1938 showed declines, current statistics indicate that the broadcasting business is still maintaining its upward course even though it is not as rapid as in the past.

Magazine Appeal vs. Newspaper Appeal

Mr. Maland defined the high-power broadcasting field as one comparable to the national magazine type of appeal rather than the newspaper, which would be more in the position of the regional stations. He said broadcasting is a very economical advertising medium when certain comparisons are made with magazines and their rates and circulation. For about $8,000 in time charges, he pointed out, an advertiser may have a quarter-hour evening program over a network of 90 or 100 outlets from coast to coast, covering all the urban population in the larger cities and no small portion of the remaining population, a potential audience of millions. The *Saturday Evening Post*, with a circulation of slightly over 3,000,000, he said, charges $8,000 for one page in black in the interior of the magazine and as high as $15,000 for the outside back cover in colors. Rates for the *Ladies' Home Journal*, with a circulation of just under 3,000,000, are approximately the same, he said. *Fortune*, with a circulation of less than 150,000, has page rates ranging from $1,400 to $2,800. Radio, he said, offers a "marked advantage in decrease in distribution costs."

He concluded advertisers will be willing to pay for the increased circulation resulting from 500 kw. operation, just as they always have been willing to pay for it in newspapers and magazines.

In projecting the story of remote coverage, Mr. Maland said it was his opinion no listener cares very much whether his broadcasting service comes from the trade area which some expert on advertising has decided he lives in. In stating that any allocation based primarily on trade areas, as distinguished from listening audience, seems to proceed on "a very mistaken theory of public interest," he took an opposite view from that expressed by Dr. John V. L. Hogan, engineering witness for the NAB, at the hearings.

Superpower operation would in no way adversely affect the character or program service rendered, Mr. Maland contended. Conversely, he said there would be very considerable improvement. Stations in the Clear Channel Group, he said, would be willing to suffer annual losses in order to render good program service, and when revenue improved, "to do without dividends and high salaries, in order to put the profits back into improved program service and improved equipment." He cited precedent to substantiate this contention. Poor service, he said, necessarily decreases the audience.

Big City Stations to Solve Social Problem

Further to bolster his argument for higher power, Mr. Maland said that because of a combination of technical and economic factors there are large areas in the United States including many cities and towns and villages that cannot have one broadcast station of their own, certainly not two. The only way of solving the social problem, he said, is to provide them with service from stations in larger cities.

Mr. Maland cited figures showing that the presence or absence of economic support is a limiting factor in meeting the need for radio service. Population is not the sole guide, he said. He delved into FCC figures governing classes of stations to show how these factors are interwoven with successful station operation.

Mr. Maland devoted particular attention to the State of Montana in this study, apparently because of the testimony given in behalf of the State and against superpower by John K. Claxton, Attorney General, in the first day's hearing. Montana, he said, is an extreme case since it receives less clear-channel service than any other State in the country. He said that from what engineers have deduced, no enlargement of nighttime service areas of any of Montana's seven regional and local stations can result from increase of power, no matter how large, if other stations on the same channels are permitted to have similar increases.

In other categories, Mr. Maland discussed at length the effect of the use of increased power by clear-channel stations on other classes of stations, claiming there would be no undue hardship.

He contended there are important types of regional and national advertising which the clear-channel station will lose to other stations. Among them he cited advertisers distributing food products over a limited area, who are unable to do business over the larger area; wholesale dealers in specialty items with restricted territories, such as seed companies, hardware jobbers, and others; grocery and other chain organizations that necessarily have price differentials in different territories; transportation advertising, such as railroads and air transport lines, interested only in the territory along their routes; national or regional advertisers with appropriations too limited to permit paying the higher rate; unavailability of hours desired by the advertisers.

While the amount of business that will be lost by the clear-channel station with superpower may seem large in terms of dollars, he said it is really small when

KGMB
HONOLULU
KHBC
HILO
First in Coverage
First in Listener Preference
First in Advertising Volume
FRED J. HART, President
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 203 N. Wabash
C. P. MacGREGOR
729 S. Western Ave., Hollywood

THE WOWO FAMILY*
Goes to the
DRUG STORE
With Yearly Expenditures of
$27,333,000

A BIG FAMILY!
2,143,412 people . . . 417,000 radio homes . . . located in 61 counties of Indiana, Ohio, and Michigan . . . Annual retail sales, $515,380,000 (1935).

10,000 Watts; 1160 Kc.
NBC Basic Blue Network

A generous portion of the WOWO Family's annual budget goes to drug stores. Annual drug store sales in the area are $27,333,000 (1935) . . . WOWO'S strong influence on the buying habits of the WOWO Family is notable in this field, as in others. The experience of advertisers emphasizes the fact that WOWO is the outstanding medium to produce sales in this big market.

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS, National Representatives
*Residents within the WOWO Primary Area

WOWO
FORT WAYNE • INDIANA

INDIANA'S MOST POWERFUL RADIO STATION!

compared to its total revenue. In the second place, he declared, with the profits at which many of the stations are operated, any loss of business will be easily absorbed.

"The real answer, however, in my opinion, is the creation of new business, largely of regional and national character, where the advertiser wants as intensive coverage as he can get over a region, such as a State or a trade area," he said. "No advertising medium I know of has suffered in the estimation of advertisers because it has too much circulation, if the circulation is among the people or in the territory he wants to reach. Also, advertisers do not restrict themselves to one medium, even within a class of media serving the same territory. That is why you find advertisers using two or more newspapers in the same city, magazines, billboards, radio and other media."

To Mr. Porter's question at the session June 17 whether an advertiser would go to four or five regional stations located in a high-power clear-channel station's primary service area rather than to the big station covering all the territory, Mr. Maland admitted that high power might attract the advertiser interested in "magazine coverage", but declared that an advertiser after "newspaper coverage" would patronize the regionals. He added that he did not believe high power grants to several large clear channel stations would cut in enough to deprive competing regionals of their network affiliations.

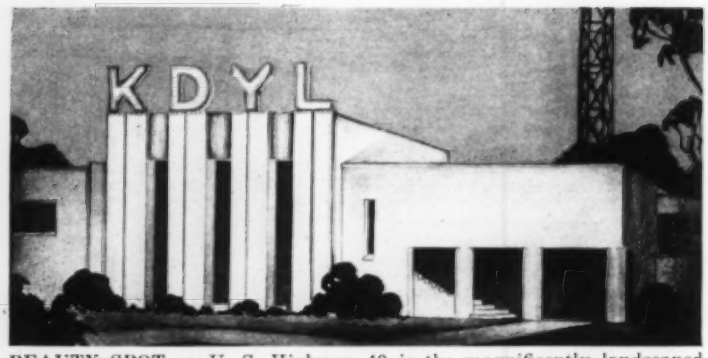
Superpowers' Loss Is Regionals' Gain

With Commissioner Craven presiding, due to absence of Chairman Case, hearings were resumed June 20 with Mr. Maland under cross-examination. He reiterated previous statements, in his response to questions by Counsel Porter, that local and regional spot business would not be "available" to Class I-A 500 kw. stations and that their loss would be the gain of regionals.

A discussion of "social factors" was precipitated in a series of questions by Counsel Porter. Mr. Maland said he did not know what the term "social power" implied but said the extent of station "influence" was measured not in terms of power alone but in power plus frequency and program service.

From that type of questioning developed a series of inquiries regarding the effect of superpower upon the "political influence" of stations, in which Commissioner Craven also participated. Mr. Maland said he knew of no cases where the conscious effort to "influence politics" was made by stations and that he felt any station endeavoring to become "partisan" in its program service really is injuring itself and takes a "foolish" risk. Moreover, he asserted, if a station attempted to influence its listeners, the wider the spread of its signals such as would develop from superpower, the less actual effect it would have because of diverse political views.

Apropos chain service, Mr. Maland said the tendency of stations with superpower would be to decrease the amount of such programs. Clear-channel stations, he said, seek to build a personality and individuality of their own, citing WLS and its farm service as an example.



BEAUTY SPOT on U. S. Highway 40 is the magnificently landscaped 25-acre site of the new transmitter house of KDYL, Salt Lake City, now nearing completion. Behind it is a 400-foot Blaw-Knox vertical radiator, already up, connected to the new 5,000-watt RCA transmitter by a 2-inch concentric transmission line. The ultra-modern structure contains a 24x36 transmitter room, two-car garage, completely equipped workshop and modern apartment quarters. It cost $15,000 to build.

In taking up the questioning, Commissioner Craven diverted from his practice during the earlier days of the hearing and read from a prepared paper. His first barrage was directed toward "local self-expression" and the advisability of licensing large stations to the exclusion of those serving purely local areas. He then asked about the possibility of relocating some of the clear-channel stations to provide maximum service to the areas now underserved. Mr. Maland made no direct suggestion, but subsequently, under redirect examination by Mr. Caldwell, said there were no cities in the Far West and Mountain region sufficiently large to support economically a superpower station. He declared also that he knew of no way in which nonprofitable areas might be served in the same manner as telegraph and telephone companies rely upon the more productive offices to pay the way for nonprofit making ones.

Radio News and Ads Do Not Hurt Papers

The effect of highpower operation upon other classes of stations, small newspapers, and even the networks then was pursued by Commissioner Craven in a series of questions, all of which Mr. Maland answered in the negative.

Mr. Maland declared that no deleterious effect upon newspapers had resulted from radio advertising or from the broadcasting of news since the radio job was largely that of supplying national and international news, with the small publications taking care of local, county and state news.

Without identifying the publication, Mr. Maland said that in Des Moines one newspaper has approximately one-half of all of the national newspaper lineage carried in the State and that it has not been effected by radio advertising, with the latter representing a $1,000,000 volume in Des Moines alone last year.

Mr. Maland contended that 500 kw. operation would give the industry "the greatest stimulus" it has ever had. He said more money would be available and spent on every type of station and only a small portion of this additional money would go to clear-channel stations since a good many of them are approaching saturation.

Asked by Commissioner Craven whether national advertisers were in the habit of selecting stations of the greatest power, Mr. Maland said the selection depended on the market and on frequency as well as power. He said if he were a time buyer, he would use the local and regional stations in a given area even if he used the clear channel outlets.

The next series of questions related to possible competition between superpower stations, individually or in groups of their own, with the national networks. Mr. Maland contended that superpower stations would not "raid" the networks and said that while they could sell competitively in remote instances, they were not equipped to do the same type of job. The networks, he said, have the advantage of offering a "package" of stations in primary markets and also have the benefit of program distribution, talent availability and the like. Moreover, he declared the superpower station really would do its most effective job in the secondary coverage areas rather than in the big cities, which are relied upon by network advertisers.

Comdr. Craven cited several hypothetical situations wherein groups of three or four superpower stations strategically located might be sold at a substantially lower rate than network hookups, thus becoming more enticing to the advertisers. Mr. Maland insisted, however, that such stations might compete in the cities in which they are located but not on anything approaching a national basis. For procurement of national coverage, Mr. Maland said that if he were a buyer, he would buy the networks rather than any such group of high-power stations. He used his analogy of magazine coverage by superpower stations as against newspaper coverage by networks and individual regional and local stations.

Superpower Network Would Be Impractical

Moreover, Mr. Maland contended, talk of independently owned superpower stations aligned in a network was impossible because half the projected I-A channel assignments are network-owned stations, particularly in key cities. Commissioner Craven, however, pressed his questions on the basis of a hypothetical setup of independently-owned network outlets.

When Commissioner Craven asked him whether a combination of 25 Class I-A stations, whether network-owned or not, would offer competition to the networks, Mr. Maland said that such a group, if possible, undoubtedly would compete with the networks but he doubted if it would effect the "economic status of locals or regionals." He added some advertisers unquestionably would be diverted but that the number would not be great.

Asked whether increases in rates projected by superpower stations would result in restricting such facilities to the use of only large moneyed groups, Mr. Maland responded in the negative, saying that the increases would not be material (approximately $200 an hour) and moreover, that all of the stations would not increase their power simultaneously.

Commissioner Craven next took up the WLW proposal regarding superpower operation which, among other things, would limit stations of such power to at least 50% non-chain program operation. Declaring he was not qualified to answer the preliminary technical questions, Mr. Maland said, on the matter of network program distribution, that he felt the proposed restriction was "unnecessary and unwise."

Live Programs Neither Sacred nor Hallowed

In elaborating on this, Mr. Maland said it might work a hardship on stations in remote areas which do not have talent available. He said he felt the FCC should be free to handle such cases individually. Declaring he presumed the intent of such a ruling would be to diminish the amount of network programs, Mr. Maland said he felt there was nothing sacred or hallowed about live programs. The electrically transcribed program, he said, is in many cases better arranged and of better quality than the same talent used on live programs.

On redirect examination by Mr. Caldwell, Mr. Maland declared he felt that rural service of good quality was more important than providing a few areas with "local self-expression". He said also that a combination of four or five or even more superpower stations could not achieve "national coverage." Apropos the development of news broadcasting, Mr. Maland said he knew of no reason why new advances in technique in our modern civilization should be stopped by any competitive factor and that the people should not be deprived of news broadcasting.

Regarding the rate differential, Mr. Maland said that if rates were kept consistent on clear channel stations with 500 kw. operation, it would be due to depressed conditions. It would be logical to expect declines in the rates of other stations, he said. Responding to another Caldwell question, Mr. Maland declared he saw no objection to the establishment of new networks in this country. He said it was just as likely that regional stations would inaugurate networks in major markets as it is for clear channel stations to do so.

Spearman Outlines Regional Case

The second important section of the hearing got underway June 20 when the National Association of Regional Broadcast Stations began presentation of its case. Paul

D. P. Spearman, chief counsel for the Group, in opening the presentation, explained points to be covered. He explained the Regional Group was opposed to power of greater than 50 kw. on clear channels and therefore favored the proposed FCC rule limiting output to that power; that the Group favored other stations being permitted to operate on clear channels by allowance of duplication, and that evidence would be offered on possible duplication of some of the frequencies designated for I-A operation; that the Group favored protection of interference-free night contours of certain regional stations which he claimed would not be provided under the proposed new rules; that the rules be changed to raise regional power to 5 kw. at night and to allow for flexibility so stations can do a better job and finally that the Group would make out its case in opposition to use of power of greater than 50 kw. on clear channels.

Mr. Spearman tossed a bombshell when he asked that the engineering testimony of Dr. Jansky for WOR be adopted as a part of the regional case. Clear Channel Counsel Caldwell objected on the ground that perfectly obvious questions would have been asked Dr. Jansky had it been known the regionals had him as a witness. Commission Counsel Porter pointed out that the proceeding was not an "adversary one" and that he saw no reason to turn down the Spearman request. Commissioner Craven ruled, however, that the evidence was not admissible for the regionals but that since it was already in the record the Commission unquestionably would take cognizance of it.

First witness for NARBS was Dr. Greenleaf Whittier Pickard, New England scientist, who appeared for the Group at the Oct. 5, 1936 hearings as chief engineering counsel. He offered in evidence a series of 14 exhibits which he explained in detail.

His first exhibit was designed to portray service duplications of 25 clear channel stations slated for I-A operation with 50 kw. power. In it he sought to show that in a substantial portion of the Eastern half of the United States ten or more stations in the Clear Channel Group were available to listeners and that in every part of the country, at least one clear channel station was heard with at least a 500 microvolt signal.

Claims Extensive 500 kw Duplication at Night

His second exhibit was designed to show service by the same 25 Class I-A stations operating with 500 kw. at night. This, he contended, disclosed that a large area in the East Central portion of the country received at least 20 of the clear channel stations on a duplicated basis while the most sparse service, rendered in the Pacific Northwest area, afforded listeners at least two duplications. These exhibits, he emphasized, took care of only clear-channel stations and not regionals and locals.

In his third exhibit, Dr. Pickard essayed to show network duplication of programs by clear-channel stations on the basis of a maximum 500 microvolt signal and here again a substantial East Central area was shown to have 10 or more network program duplications from clear channel stations with present power of 50 kw. and even including WLW as a 50 kw. outlet. In a substantial area of the Pacific Northwest and along the West Coast no duplication whatever was registered.

Then the same stations were shown on network duplication with 500 kw. signals. This depicted substantially more than half of the United States with duplicated network programs on 10 or more stations, with the duplication tapering off westward. In describing this calculation under direct examination by Counsel Spearman, Dr. Pickard said listeners in a substantial area south of Chicago could get 11 stations on the NBC Red, seven on CBS, and five on NBC Blue. Thus, he said, eliminating one station in each category, these listeners would get 19 network duplications of programs on a 500 kw. basis considering present network affiliations. He emphasized again he had not taken into account the regional and local network stations.

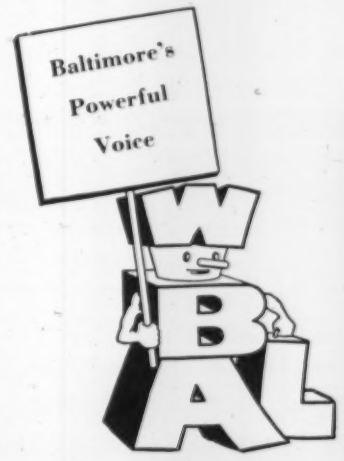
Describing exhibits dealing with the Pacific Northwest, Dr. Pickard said the least duplication of clear channel signals exists in that area. Exhibits showed the approximate location of actual clear-channel and regional stations. He projected these stations on the basis of Havana Treaty operation with I-B status on duplicated clear channels, contending there would be an appreciable increase in coverage of that area if such stations took advantage of the maximum power, assuming they use directional antennas.

Possible Interference As Indicated by Charts

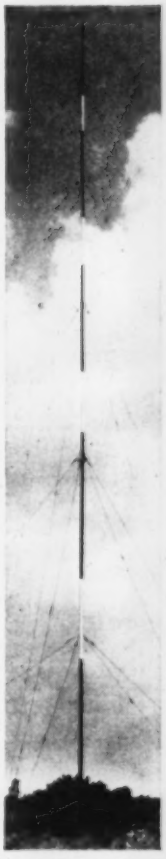
To show what might result with East and West duplication on Class I-B channels, Dr. Pickard described an exhibit showing the Far West with the projected service areas of Class I-B stations along with the I-A stations provided in the treaty.

Another exhibit showed interference from other countries resulting to a 50 kw. I-A station at Toronto, Canada, with a 250 watt station on it 1,000 miles distant at Wichita Falls, Tex. and another in San Francisco. This exhibit apparently was intended to show that with proper geographical separation and other protective measures no undue interference would result through such duplicated assignments.

In an exhibit that brought objection from Mr. Caldwell, Dr. Pickard held that KFI, in order to give a 500 microvolt service in Boston



Are You assured of 'Storm-proof Stability'?



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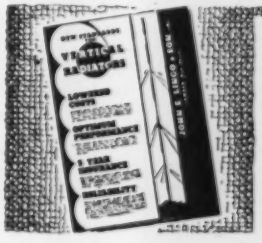
● **In the Florida hurricanes of 1926 and 1928, Lingo tubular structures safely withstood tropical gales up to *125 miles per hour* (practically highest ever recorded in the U. S.)!**

This record is important to *you*. Perhaps your station is not in the hurricane zone—but you are subject to violent summer storms wherever you are. That is why you should be interested in knowing that in over *40 years* of constructing and erecting vertical structures *there has never been a Lingo failure!* Constructed of seamless copper-bearing steel tubes, Lingo Vertical Radiators are erected by us to withstand the worst the elements have to offer!

Free brochure tells all—Write Now!



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★ Please send me, without obligation, your detailed, illustrated brochure, "New Standards for Vertical Radiators". (Note: Include frequency and power contemplated with coupon.)

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John E. Lingo & Son, Inc. *Est. 1897* **Camden, N. J.**

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VERTICAL
TUBULAR STEEL
RADIATORS

2,550 miles away, would require 12,500,000 kw., that WFAA-WBAP to put a similar signal into Boston, 1600 miles away, would require 445,000 kw., and that WBBM, 850 miles distant, would need 45,400 kw.

Another NARBS exhibit showed the cost in dollars "from scratch" for installation and operation of stations at various powers. A 100-watt station was estimated at $6,000 with this figure graduating to $700,000 for a 500 kw. station. The figures, placed at a minimum, were designed to cover antenna system, monitoring equipment and equipment for one large and one small studio of average dimensions including microphones, speech input, and usual acoustical treatment but exclusive of land and buildings and organization and development costs.

The final series of exhibits dealt with distribution of population or "listener distribution" in northwestern U. S. First introduced was a map showing population on a dot-apportionment basis for the tier of Northwestern states. Then in succession individual maps were introduced showing population by counties in Idaho, Montana, North Dakota and Wyoming.

Explains Effects of Increased Signal Strength

The entire morning session June 21 was devoted to cross-examination of Dr. Pickard by Commissioner Craven and Counsel Porter.

Dr. Pickard said a signal in excess of 2½ millivolts is necessary, as a general rule, for good service. Horizontal increases in power for regional stations, he declared, would give better service in the same geographical area but would not alter substantially the number of listeners. Thus, he said, such power increases would make it possible for regional stations to improve their service though not expand it, although some degree of increased service would result through ground wave propagation.

The object of increased intensity of signals, Dr. Pickard asserted in responding to Commissioner Craven, is that the signal should be sufficiently strong to overcome noise levels. In carrying Dr. Pickard through the series of exhibits he had introduced, Counsel Porter compared certain of the NARBS exhibits to those of the Clear Channel Group. Dr. Pickard asserted that his exhibits, unlike those of the Clear Channel Group, did not clearly show the rapid fading areas around each of the clear-channel stations for which superpower operation is sought. Other purported discrepancies in NARBS exhibits also were questioned by Mr. Porter.

Dr. Pickard said it might be advisable to have service for listeners available from two directions — north and south, and east and west, so that when poor propagation results in one direction, the listener would have the benefit of the same service from another.

Admitting that more service is needed in the Northwest, Dr. Pickard said there may be several ways or a combination of ways of supplying it. Additional stations might be placed on present clear channels, he declared, with improvement also resulting from increases in power on regional and local stations. Each individual plan has its limitations, he said. The final solution, he declared, might come in a combination of moves. He declared he had made no actual studies of available facilities to prescribe a definite plan.

Coastal stations, Dr. Pickard said, could use directive antennas so as to "retrieve" much of the signal inland rather than to permit it to dissipate over the ocean. In this connection he was asked by Mr. Porter to furnish a contour map on KNX coverage, which he will do at a later date.

Method of Examination Snarls Proceedings

Cross-examination of Dr. Pickard during the afternoon session June 21 became so intricate that colloquies developed between clear-channel and regional counsel. Mr. Caldwell had submitted questions to Commission Counsel Porter under the procedure of no direct cross-examination by opposing counsel. When Mr. Spearmon objected to certain questions, Chairman Case observed that much of the examination, in his opinion, was repetitious of the direct testimony. However the detailed examination was permitted to continue with the result that Dr. Pickard spent practically the entire day under cross-examination.

Reeling off questions submitted by Mr. Caldwell, Counsel Porter called upon Dr. Pickard to make rapid calculations on station coverage under certain hypothetical situations. Dr. Pickard said a 100-microvolt signal in Montana would be as good as a 500-microvolt signal in such Southern States as Georgia, Florida or Alabama. To another inquiry he said he knew of no reason why rural listeners in cities or towns should not be given a better signal. Asked if certain clear-channel exhibits depicting the present service of clear-channel stations were accurate and actually reflected the existing situation, Dr. Pickard said he did not question their accuracy but that he had made no detailed study of them. It was at this juncture that the first colloquy in connection with this mode of examination developed.

Asked by Counsel Porter how it would be possible to give acceptable service to areas now held to be underserved, Dr. Pickard again suggested a combination of these factors: Increase in the number of local and regional services; proper application of directional antennas; use of high frequencies above the broadcast band but below the ultra-high frequency range. When Mr. Porter declared that high-frequency channels might not be available for such assignments, Dr. Pickard said he had not studied that situation.

When Mr. Porter asked about cities or towns in the underserved areas that might be used for additional stations, Dr. Pickard said he had made no detailed study and therefore could not answer. At this point Mr. Caldwell again objected, declaring such questions raised the most important aspects of the case and that the Regional Group should be required to give specific data rather than general statements.

Says Clear Channels Necessary in Some Cases

Gov. Case observed that the Commission was perfectly capable of judging the engineering testimony. Mr. Spearman likewise objected to the proceeding, declaring that the understanding was that cross-examination would not be indulged in because the hearings were legislative rather than judicial. Mr. Caldwell declared he knew of no understanding which prevented counsel from relaying questions to Commission counsel. The upshot was that the examination was permitted to proceed.

Replying to questions by Commissioner Craven, Dr. Pickard said

About Other Stations

OTHER stations' call-letters are nothing to shy at in *Your Radio Reporter*, on WHN, New York. The program, heard three nights weekly, is conducted by Ed East, formerly of East & Dumke, the "Sisters of the Skillet". Information about new programs on all stations and radio personalities is given.

WBNS
COLUMBUS
ALL YOU NEED IN CENTRAL OHIO!
John Blair & Co. Representatives
1000 WATTS NIGHT
5000 WATTS DAY

DO YOU KNOW?
--THAT THE SAP OF A TREE DOES NOT RISE IN THE SPRING, OR GO DOWN IN THE FALL (OR ANY OTHER TIME)?

--THAT 70% OF THE TOTAL U.S. TOBACCO CROP IS MARKETED IN NORTH CAROLINA
--AND THAT ALL OF THE NORTH CAROLINA OUTPUT IS MARKETED WITHIN 125 MILES OF RALEIGH?
WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NATL REPRESENTATIVES

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You MUST Use
WFBG
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he believed clear-channel service a necessity in some instances, just as local broadcast stations are essential. Then Commissioner Craven picked up the high-frequency suggestion, pointing out that military, marine, and other services occupy the medium-high frequency bands and that facilities might not be available. He also mentioned the fact that new receivers would have to be purchased. Dr. Pickard said he was not familiar with any of these facts.

Asked how many high frequencies might be necessary to cover a State like Idaho during the daytime, Dr. Pickard estimated that two frequencies would do it and suggested skywave service of such stations would be advantageous.

A detailed cross-fire ensued on static conditions throughout the country. Storm maps were consulted in connection with static and noise levels in particular areas and the signal necessary to override them. Dr. Pickard agreed that a 5 millivolt signal was necessary in certain areas and 10 millivolts in other urban areas but he also felt that one-half millivolt intensity would not give good service in some instances and would in others.

Asked about possible use of high frequencies in remote areas, Dr. Pickard said the service at best would be in the nature of secondary rural service of the character relied upon from clear-channel stations. Asked if such service would be worse or better than that of clear-channel stations, Dr. Pickard said the signal might be worse but that with less static it would be better so that these factors might offset each other.

When Commissioner Craven observed that this secondary skywave coverage from proposed high-frequency stations would simply augment clear-channel station secondary coverage, Dr. Pickard agreed that it introduced another technical problem.

Godley Sees Benefits In Regional Boost

On redirect examination, Dr. Pickard said it was true that if all 25 class I-A stations were given 500 kw., there would still be large areas of the country without service and that it would still have to be forthcoming from other sources.

In connection with the introduction of maps showing population of States in the Northwest, Dr. Pickard said such areas would receive better service from primary signals of regional and local stations in the more populous areas than from the secondary service of clear-channel stations at remote distances.

The second phase of the NARBS case was opened with Paul F. Godley, consulting engineer, on the stand. He said he was in agreement with the exhibits introduced on behalf of the group by Dr. Pickard.

Responding to questions of Counsel Spearman, Mr. Godley said he felt enormous benefits would arise from an increase in top power of regional stations to 5 kw. In specific cases where the use of high power would benefit listeners within the confines of given service areas, he said most beneficial results would accrue but he added that benefits also would come in the way of enlarged coverage under certain conditions.

During periods when sky wave propagation is at a minimum because of sun spot conditions, Mr. Godley said the service areas of regional stations would be considerably extended. And during these times, when the service of clear channel stations is reduced, regional stations by virtue of the same changes would increase their coverage.

If all regional stations went to 5 kw. operation day and night horizontally, Mr. Godley said there would be no change in the geographical picture at all but that listeners in the same areas would receive stronger signals.

Under existing allocations, Mr. Godley said, there is a good deal of cochannel interference and in some cases real damage is done. He mentioned as a specific instance of this the situation between WSYR, Syracuse, and WMCA, New York.

He suggested the FCC in considering the problem of improving service, should approach not only the matter of increasing the areas served but also the increasing of service quality.

Duplicating Clears On Coasts Described

Examples of what might be accomplished by duplicated assignments on coastal clear channels were outlined by Mr. Godley, with four exhibits describing "typical" cases.

The first exhibit dealt with the 860 kc. frequency used by WABC, CBS key in New York. On it were plotted two additional stations—one in Kansas City which would use a directional antenna with 5 kw. power and a second in Salem, Ore., which would use a non-directional antenna with 1 kw. power.

A second utilized the clear channel of 640 kc. occupied by KFI, Los Angeles, with a proposed station of 5 kw. at Columbus, O., using a directional antenna and with a Class II station in Newfoundland on the frequency with estimated power of 50 kw.

A third exhibit showed the 990 kc channel of WBZ, Boston, with three other stations on the wave—a 5 kw. directional antenna station at Stockton, Cal., and two 500-watt stations with non-directional antennas at Great Falls, Mont. and El Paso. This was designed to show the possibility of multiple use of East-West Coast clear channels.

The final exhibit showed KPO, San Francisco, duplicated by WPTF, Raleigh, N. C., with the latter station using 5 kw. on the 680 kc. channel.

In response to Counsel Spearman, Mr. Godley emphasized these were cited as typical instances and declared that if the same distances were observed on other frequencies, similar duplication could be effected. There was no attack on interior clear channels as such in his testimony.

He did not want to imply that establishment of "brand new" stations should result from duplicated clear channel operation but that positions of existing stations as well should be improved, Mr. Godley continued.

Examined by Counsel Porter, he said he felt it unfortunate to place any definite power limitation on regional channels; that the rule should be sufficiently flexible to permit allotments of power necessary to afford maximum coverage without undue interference. In some cases a 500-watt station might perform adequate service for a given area, he declared, while in others power appreciably more than the proposed 5,000 watts limit might be necessary.

Asked to cite specific cases, Mr. Godley said regional stations in New York City require greater power to cover the metropolitan area of that city which takes in neighboring New Jersey towns as well as the broad expanse of the city itself. He cited specifically WMCA, which he said does not supply to all the centers of population in New York sufficient fields to override their noise levels. WSYR, in Syracuse, he declared, curtailed its service.

Mr. Shepard Contends Monopoly Would be Created

In connection with new station assignments, Mr. Spearman suggested the FCC consider a change in its rules by which the burden of proof would be on the newcomer rather than existing stations.

The contention that superpower grants to the proposed 25 I-A stations "could not help but create a monopoly in the radio broadcasting industry" was made by John Shepard 3d, president of NARBS, in opening presentation of his statement June 22.

Mr. Shepard explained he was president of the Yankee Network, which owns and operates four stations, and president of the Colonial Network, which does not own any stations but operates a regional chain in New England. He said he appeared for NARBS as a witness on its behalf to testify as to the damage that would be done to the present broadcast structure through the increase in power to 500 kw. on 25 I-A clear channels as proposed by the Clear Channel Group.

Declaring he endorsed wholeheartedly the statement made by Mark Ethridge, as president of the NAB, when the hearings opened, Mr. Shepard said regional stations now seek to have the power limitation raised to 5 kw.; locals to 250 watts. Such grants, he said, simply would place those classifications of stations "on a more nearly comparable basis."

It would only be fair, he said, that if clear-channel stations were allowed an increase to 500 kw., comparable increases should be given regional stations permitting them to go to 100 kw. and local stations to 10 kw.

"Inasmuch as this is obviously impossible without causing ruinous interference, it would seem very evident that lifting of the power limitation of 25 stations out

FCC Appoints Webster As Telegraph Engineer

COMDR. E. M. WEBSTER, retired Coast Guard officer, on July 1 becomes assistant chief engineer of the FCC assigned to telegraph activities. He succeeds Lieut. E. K. Jett, designated chief engineer last January. Mr. Webster has been acting chief engineer since Lieutenant Jett's promotion.

He has had wide experience in radio and communications generally, having been communications officer of the Coast Guard. After 25 years of active service which ended in 1934, he was relieved of active duty in the Coast Guard and appointed to the Engineering Department of the FCC.

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE Merchandising Service

"The Crystal Specialists Since 1925"

SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

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University Park
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WBIG, Where ALL THE NEWS! ALL THE TIME!

GIVES Intelligent Business Merchandising Service

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THE REGIONAL FAVORITE

Good

Edney Ridge Director

Geo. P. Hollingbery Co. National Representatives

IN GREENSBORO, N.C.

of a total of 629 commercial stations in the broadcast band, would assign to the owners of these 25 stations a most unfair percentage of the facilities available. While I do not suggest that these facilities would be used unfairly, or to the detriment of the public (except as it would curtail the service by the other 604 stations), these grants by their very nature could not help but create a monopoly in the radio broadcasting industry."

Mr. Shepard referred to the FCC financial analysis made public coincident with the hearings which disclosed that of the net broadcasting revenue of all commercial stations of $18,260,003, 29 unlimited time clear channel stations had a net revenue of $8,469,603. These figures, he said, "clearly indicate the financial predominance of the 29 clear channel stations in the broadcasting industry."

WTCN

OWNED AND OPERATED by St. Paul Dispatch-Pioneer Press The Minneapolis Tribune

Says 500 kw. Stations Would Draw From Others

Mr. Shepard said he did not doubt that economic support will be available for the proposed 500 kw. stations "but there is also no doubt that at least a large part of the advertisers' dollar which would be used for the increased cost would be taken from the revenue of other stations." The amount available for advertising, he said, must as a sound business policy bear a definite relation to the amount of business done by the advertiser, and unless the total amount of business in this country materially increases, "there is a definite ceiling to the total amount that could be apportioned to advertising."

Because the best sources of talent are in New York, Chicago and Los Angeles, Mr. Shepard said it is essential that stations have national network affiliations to attract the greatest audience. He did not mean stations should carry 100% network programs, he said, but that "all programs produced by such national network may be made available to the station in order that it may make the best possible program structure balance between national, regional and local broadcasts."

Referring specifically to the statement by Mr. Maland that if stations increase to 500 kw. the proportion of network programs would be reduced to about two hours instead of three or four, Mr. Shepard said that if the time delivered to national networks by such stations were cut by one-third, the networks would be forced to sell only two-thirds of the time they now are selling, which would reduce their revenue to the point where they would not be able to perform service of the character they offer today or as an alternative, have alternate stations in the markets covered by the 500 kw. stations to carry commercial programs which such stations would not accept.

If that happened, he declared, the 500 kw. station would be in a position to select the network commercial programs which it would carry. Naturally, he said, it would accept those programs with the widest appeal and the highest rank in listener interest. The average network commercials would then be available to the alternate regional stations, he declared, asserting this situation already obtains in Cincinnati as a study of the commercial network programs carried by the three stations there would prove.

Declaring it quite possible to expect that present nationwide networks might not use the facilities of 500 kw. stations, Mr. Shepard said it would be comparatively easy for one group strategically located taking from eight to 12 of the Class I-A 500 kw. stations to form their own network, pay for their own wire lines and still further increase their prices to compensate. Largest advertisers with the most money to spend for outstanding talent probably would use such a network, he said. He added that as a matter of fact at least one large national advertiser and one large agency is "seriously considering" a move of this kind if these power increases be granted and has pointed out that ten of the country's largest noncompeting advertisers could afford to buy practically all of the time on this group of stations and establish their own wire connections on a prorata basis.

Stifling of Competition For Listener Interest

Should such a situation develop, he said, the present national networks with their outlets located locally in all of the major cities and towns, through the falling off in the quality of their programs would lose much of the listener audience they have today.

"Therefore, those regionals and local stations, even though still affiliated with a national network, would not have the listener interest, or be able to secure the amount of business they are now carrying; and consequently, would have to curtail for economic reasons the service which this large number of stations is now rendering to the public," he said.

Asserting that the present system with the exception of the Cincinnati situation, is one that lends itself to strong competition for

WNAX

570 KILOCYCLES - - 526 METERS

5000 WATTS DAY - 1000 WATTS EVENING

COVERAGE—

Plus a large daily listening audience. The largest market per dollar in the Northwest. 18 hours of service per day. Always a large staff of local talent, affiliated with CBS, WNAX offers both rural and city market.

Representatives

HOWARD H. WILSON COMPANY

KANSAS CITY • CHICAGO • NEW YORK

ON OR ABOUT SEPTEMBER FIRST

50,000 watts

WWL

NEW ORLEANS

CBS

both the listeners' interest and the advertisers' dollar, Mr. Shepard said the result of granting authority to 25 stations to use 500 kw. would, in his opinion, "seriously stifle competition for the listener interest due to the fact that too great a preponderance of outstanding programs would be available from one group of stations only." Assuming that ten or a dozen of the biggest advertisers used the possible "superpower network", Mr. Shepard said it seemed reasonable that their competitors, rather than use facilities remaining available, would spend the money in other media, such as newspapers or magazines, where they would dominate that field rather than "play second fiddle by use of broadcasting as their advertising medium."

Challenging the Maland statement that there is a "national necessity" involved in bringing programs to listeners now out of the range of good signals, Mr. Shepard said that on the contrary he felt it was a national necessity that the present structure of broadcasting "be not seriously interfered with." He pointed to the recent county by county breakdown of receiving sets, produced by the Joint Committee on Radio Research, to show that 82% of all homes in the United States are equipped with one or more sets.

Again referring to Mr. Maland's statement that millions of listeners could be added to the potential circulation through superpower, Mr. Shepard said it was his judgment that this would be impossible. It is the contention of NARBS, he declared, that in order to give better service to the listener regional stations should be increased to 5 kw. nighttime power along with increases in power of local stations to 250 watts.

Emphasizing that programs are a "vital factor" in the listening audience of a station and that the Commission should do nothing which would tend to reduce the number of stations having peak audiences, Mr. Shepard contended that superpower stations could do severe damage to non-clear stations in many ways. He said there is nothing that requires the advertisers who are now using broadcasting to continue to do so, but that broadcasting is in competition with other media.

Regarding the possibility of regional stations losing network affiliations if several stations are granted 500 kw., Mr. Shepard referred to the statement made by William S. Paley, president of CBS, at the October, 1936, hearings before the FCC. At that time Mr. Paley stated that the specific effect of superpower in two cities on the present Columbia network would be that seven stations in all probability would have to be dropped from the network because they fall within the primary service areas of the superpower stations.

In concluding his direct statement, Mr. Shepard said there would not be good country-wide daytime service available even with 25 stations of 500 kw. "Therefore, it is necessary for the public good that regional and local stations continue to operate, and in order to operate as efficiently as they do today, their advertising revenue cannot be materialy decreased. It is the unqualified contention of our Association that if the Commission were to grant 500 kw. power to class I-A stations, the result would be a curtailment of service to millions as an offset to improvement to service to a few thousands."

Shepard Gives Views On Broadcast Problems

Rigid cross-examination of Mr. Shepard by Commissioner Craven, Counsel Porter, and indirectly through Mr. Porter via questions submitted by Clear Channel Counsel Caldwell and Duke M. Patrick, chief counsel for WLW, developed June 23. The examination invaded every phase of station operation and Mr. Shepard expounded at length regarding his views of broadcast operation, delving deeply into the business picture.

After introduction of exhibits showing network hours broadcast over typical NBC Red, Blue and CBS stations, Mr. Shepard, in reply to questioning by Mr. Porter, stated these tended to show that top ranking programs are broadcast on WLW to the exclusion of two other regional optional stations in Cincinnati. He maintained that a similar situation would develop in other cities if all 25 of the Class I-A stations were made optional network outlets with regional competitors on an alternate basis.

It might be, he said, that the superpower stations would get the bulk of the top ranking programs, with the residue going to the regionals. Mr. Shepard insisted that the most important factor in station popularity is the program structure, provided the station has an acceptable signal. He contended also that power definitely has an effect and that he felt if any general trend toward superpower developed, there would be "quite a surge" of business to those stations.

When Mr. Porter inquired whether WLW was a popular station and a desirable one for national advertisers before it began operation with 500 kw., Mr. Shepard replied "it certainly was." Mr. Patrick interpolated that NBC's optional agreement with WLW antedated its 500 kw. operation.

Asked to what extent his fear would be allayed if only a portion of the I-A channels were given 500 kw. operation, Mr. Shepard said it would simply mean that fewer regionals would be adversely affected but that he was still definitely opposed to superpower.

When Mr. Porter inquired about the "magazine type" of advertising for superpower stations as referred to by Mr. Maland, Mr. Shepard declared he did not agree with the Clear Channel Group's definition of the availability of that type of business. His basic contention was that the more money the advertiser spends on radio, the less he will devote to newspaper or magazine advertising.

To the query by Commissioner Craven as to whether appreciable "untapped business" is available for radio, Mr. Shepard asserted he did not think there was "so much of it". Recent analyses, he said, disclosed that the 20 or 25 largest advertisers, with only one or two exceptions, are using radio.

While he declared radio has not reached the "ceiling" in national

FCC Survey Shows Income of Stations

Class and City Groups Are Compiled From Questionnaire

SUPPLEMENTING basic statistics on fiscal operations of the broadcasting industry for 1937 compiled by the FCC accounting department from questionnaire returns of stations and networks, released early last month, the department has compiled another series of secondary analyses during the last fortnight. Produced primarily upon request of groups participating in the hearings on proposed new rules and regulations for broadcasting, these breakdowns have been introduced in evidence at the hearings which began June 6.

All told, nearly two-score separate tables on industry financial operations during 1937, have been prepared and introduced. These are in addition to another dozen tables covering employment and program studies, also analyzed on the basis of questionnaire returns which have been incorporated in the hearing record [see separate articles in this issue].

When the hearings were convened before the so-called Superpower Committee on June 6, Chief Accountant William J. Norfleet, as the first FCC witness, placed in evidence a sheaf of 27 separate financial breakdowns [BROADCASTING, June 15]. These were supplemented during the week by four additional tables. And during the period which began June 15 four separate exhibits relating to station financial statistics were introduced.

Population and Frequency

The final financial table to be offered by the FCC (49), at the request of the Clear Channel Group, covered income items of regional stations by frequency groups and size of community. This tabulation was requested in an effort to offset the showing of clear channel stations insofar as earnings were concerned and on the premise that regional stations on the lower frequencies and in the major markets made even better showings.

The figures showed that four stations in the band 550-630 kc. operating in cities of 2,500,000 or over, had net sales of $1,901,000, and net income of $149,000. Six stations in cities of 1,000,000-2,500,000 in this band had net sales of approximately $1,800,000 and net income of approximately $211,000. Seven stations in the 500,000-1,000,000 population group, had net sales of $2,325,000 and net income of $696,000. Another group of seven stations in cities of 250,000-500,000 had net sales of $1,734,000 and net income of $460,000. Ten stations in cities of 100,000-250,000 had net sales of $1,560,000 and net income of $226,100.

For the entire group of 52 stations operating on the 550-630 kc. band, including those not in metropolitan districts, the totals disclosed net sales of $11,428,000 and net income of $2,059,000.

In the next group of regionals—covering the regional channels 780, 880, 890, 900, 920, 930, 940, 950 kc.—similar information was given. These disclosed that there were 42 stations in this group including those not in metropolitan districts. They had total net sales of $8,089,000 and net income of $1,348,000. This occurred despite losses shown by two groups.

The next breakdown covered nine stations operating on the 1010 and 1120 kc. regional frequency which had net sales of $1,288,000 and net income of only $41,683.

For the 119 stations operating on the regional frequency ranging from 1220-1490 kc., net sales of $17,850,000 were shown with a net income of $2,772,650. Four stations operating on the so-called special broadcast frequencies of 1530 and 1550 kc. had net sales of $247,160 and showed a loss of $78,900. The aggregate for all regional stations, totaling 226, was approximately $39,000,000 in net sales and $6,143,000 in net income.

The first of the new exhibits (Table 31) covers income items of broadcast stations by size of community and class of station. In metropolitan districts of 1,000,000 or over during 1937, there were 109 stations in all classes which had net sales of $32,050,580 and net income of $6,538,147. In the second bracket, covering metropolitan districts of 250,000 to 1,000,000 population, there were 121 stations with net sales of $25,884,877, and with net income of $6,161,808.

There were 85 stations in the third bracket of cities of 100,000 to 250,000, which had net sales of $10,889,338, and a net income of $1,669,008. Towns of 50,000 to 100,000 constituted the next group, in which there were 47 stations, with net sales of $4,418,967, and net income of $777,372.

In towns of 25,000 to 50,000 population there were 78 stations with net sales of $3,653,080 and net income of $183,286. In towns of 10,000 to 25,000, there were 114 stations with net sales $3,146,968 and net income of $119,661. In towns of less than 10,000 there were 70 stations with net sales of $1,605,908, and net loss of $37,154.

Table 32 covers income items of broadcast stations on regional and local channels within the 10 millivolt and two millivolt contours of the 25 Class I-A clear channels with power of 50 kw., and was computed on the basis of FCC engineering department data, plus the station returns. This was requested by the Clear Channel Group to support its contention that clear-channel stations do not impinge upon the duplicated channel outlets. Table 33 covered the identical data, except that the stations were projected on the basis of 500 kw. power for the 25 Class I-A stations, thus bringing in a greater number of regional and local stations within these coverage contours.

Table 34 covered income items of stations not located in metropolitan districts, by size of place and by revenue group, and supplemented a table originally introduced showing similar data for metropolitan districts.

business, he said most of the increased revenues have resulted from enlarged appropriations by existing radio advertisers rather than from new accounts.

Sees No Need to Boost Station Power in the East

Asked by Mr. Porter if it might be necessary to increase power on clear-channel stations to reach rural audiences, Mr. Shepard said that, as he understood it, substantial areas west of Kansas City might require additional service but that he did not "see the solution in raising power on a lot of stations in the East."

Asked by Commissioner Craven whether stations in Salt Lake City, Denver and other remote areas might not provide the needed service through increased power, Mr. Shepard said it probably would be desirable service but that it unquestionably would result in demands from other clear-channel stations for similar treatment. He sought to imply that other clear-channel stations would not condone such discrimination.

He said flatly he would not deny that people in the sparsely settled areas of the West are entitled to better service.

Asked by Mr. Porter whether regional stations were more fearful of the increased primary coverage or secondary coverage of projected 500 kw. stations, Mr. Shepard said he personally regarded the primary coverage factor as important.

The question of network deletion of regional stations in the event of superpower grants was raised when Mr. Porter asked whether Mr. Shepard had any reasons aside from his quoted statement by CBS President Paley that such deletions would result. Responding in the affirmative, Mr. Shepard said he had discussed this matter with several others, among them NBC President Lenox R. Lohr.

Mr. Shepard cited as a typical case the operation of WJZ as a 500 kw. station. He said it was "doubtful" whether NBC Blue would retain its outlets in Philadelphia and Bridgeport in that event. He mentioned WFIL as the Philadelphia outlet and pointed out that WJZ now renders a good service in Philadelphia but that because of the high noise level a Philadelphia outlet is used. With 500 kw., he said he expected the Philadelphia outlet might be dropped.

Mr. Porter cited the operation of WLW with 500 kw. and the status of WIRE, Indianapolis, as a basic Red outlet, receiving all of the Red Network programs. He also pointed out that WIRE had been made a basic station since WLW began 500 kw. operation.

Alluding to the Boston situation, Mr. Shepard declared if WBZ were given 500 kw., it would have a decidedly adverse affect on the other stations in the city. Commissioner Craven asked whether it would be more disastrous for WBZ to go to 500 kw. or to add a new regional station in Boston. Mr. Shepard said the 500 kw. increase would be worse in his opinion, because if a new station were licensed it would take some time for it to get established and become an important competitor.

Mr. Shepard emphasized that his primary interest was in the whole group of regional stations on a country-wide basis rather than any immediate effect in the Boston area. He declared he did not believe superpower operation would affect the New England area as much as the midwest and other sections. Under further questioning, he said if WBZ increased its power to 500 kw., it might result in realignment of his Yankee Network. Several of the outlets might have to be dropped from NBC, which is fed to Yankee, he declared, with line costs and other operating overhead remaining the same.

Traces the History of Power Increases

The history of power increases then was traced by Mr. Porter in connection with Mr. Shepard's direct testimony. Mr. Shepard pointed out that 15 years ago when he operated a 100-watt station in Boson, coverage was as good as that of a 1,000-watt station today. He said he received many letters from the West Coast on reception of the 100 watter. He attributed the condition today to crowded bands, etc.

Another series of questions relating to the business of broadcasting was opened by Mr. Porter, who read inquiries prepared by the Clear Channel Group. Asked whether he felt broadcast business reached its peak in 1937, Mr. Shepard declared not entirely but that it made big strides.

While Mr. Shepard declared the "ceiling" had not been reached in network advertising, he said nevertheless it is comparatively close to it and the same large gains of the past will not be made.

Under a series of questions by Commissioner Craven, Mr. Shepard said the broadcasting industry is better organized now in many ways but that it is not developing a "lot of business not available in the past." He declared that some advertisers have expanded from regional networks and individual stations to the major networks and that radio may be taking a larger share of the advertising budgets of such accounts. But there are not any appreciable increases in the number of new accounts, he declared.

"It seems so hopeless to feel that radio has reached the ceiling in business," Comdr. Craven observed.

"I don't say that," declared Mr. Shepard, "but I do not believe we will have large increases. There is quite a lot of open time on the national networks."

GREW FOUR INCHES LAST HOUR, B'GOSH!

Maybe our hayseed is stretching it a little, but the Red River Valley does produce gigantic crops. The result is that WDAY listeners do 33% of the retail buying in North Dakota, South Dakota and Minnesota [minus the counties containing Minneapolis and St. Paul].

One station only — WDAY — makes this whole, rich market yours in ONE audience—at one low cost! . . . And that, of course, is

WDAY, INC.

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Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

AFFILIATED WITH CBC

The FRENCH VOICE of FRENCH CANADA

CJBR

RIMOUSKI, QUEBEC

RESULTS!

June 1, 1938

"We want to tell you how pleasantly surprised and satisfied we are with the response received. It certainly has demonstrated that your station has a large and interested audience."

LAKE OF THE WOODS MILLING CO.
Montreal, Canada

* * *

June 10, 1938

"May we thank you for the splendid cooperation you have given us throughout this program, which has, undoubtedly, helped considerably in making it the success it was."

J. WALTER THOMPSON CO., LTD.
Montreal, Canada

French Canada Listens to CJBR

1000 WATTS FULL TIME

MODEL 0-7 PICKUP

Sets high standard in flexibility and performance. Designed for modern radio phonograph combinations. Incorporates Axial Cushioning, Offset Head and other improved features. Streamlined design. Full year guarantee.

AT NEW LOW LIST PRICE $6.50

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Mr. Shepard asserted, responding to Mr. Porter, that he felt it was possible to increase local advertising, but he thought it must be figured at lower rate bases than national advertising. Local advertiser budgets, he pointed out, in most cases are much smaller than those of national advertisers. Radio's inroads on other media might have a bearing on the "general public interest", Mr. Shepard said, if it cuts in too far. He observed, however, that newspapers were "getting along in good shape".

Asked by Mr. Porter what increases in rates of regional stations might be expected with the horizontal increases to 5 kw. at night, Mr. Shepard said he wouldn't expect many such increases except in cities where perhaps one regional would be increased while its competitors might not get the same benefit. In that event, he declared, the station enjoying the power increase probably would justify a rate increase.

Says Increase in Cost Of Power Is Trivial

Increases in cost of operation due to 5 kw. at night would be insignificant, Mr. Shepard declared, since most regional stations already are operating with 5 kw. day, and the added cost simply would be the power bill between sunset and sunrise. To the inquiry as to whether national network, national spot or local would increase most, Mr. Shepard declared he expected that national spot had as good a chance as any but that some of that business might come from network accounts. National spot business does not involve the greatest amount of revenue to stations but it is the "best source of income", he said.

At the afternoon session June 23, Mr. Shepard, responding to further questions by Mr. Porter, asserted that stations in his group would favor improvement of regional facilities through duplication on clear channels. He did not make specific comments, however, on such Western cities as Butte, Mont., declaring he had not studied individual cases.

A hypothetical question of an advertiser desiring to cover two primary markets having regional outlets and of a 500 kw. station which would cover both cities with a good signal was raised by Commissioner Craven. Mr. Shepard said the advertiser preference would depend upon the costs of the two stations as against the single outlet and whether the clear-channel station could prove it had as large an audience as the dual station structure.

He agreed with the Craven view that in this modern day the advertiser does not buy power alone but he said it was an important factor. The amount of business placed on stations on a power basis alone, Mr. Shepard declared, is decreasing all the time but with 500 kw. stations, he predicted purchases on a power basis would "shoot back up."

Possibility of networks of superpower stations then was discussed in response to inquiries by Commissioner Craven. Mr. Shepard said he suspected that a network of eight or ten 500 kw. stations probably would be supplemented by a few 50 kw. stations to present a comprehensive coverage picture. Such a network, he predicted, would be effective and would probably draw its business from that of the established networks as well as attract programs from such networks which the advertisers themselves own.

On redirect by Mr. Spearman, Mr. Shepard said it is not an established fact that a listener will turn to a less desirable signal if he can get a good program. Mr. Shepard said it depends on the standing of the programs available, asserting that the top-flight programs are those most sought after by listeners.

Describes Work of Religious Station

With the regional case concluded, the FCC then heard witnesses for WMBI, Chicago, operated by the Moody Bible Institute on the 1080 kc. channel. H. C. Crowell, assistant to the president, explained the station operates limited time, sharing with WCBD, Chicago, on this frequency, a clear channel upon which WBT, Charlotte, is the dominant station. WMBI, along with WCBD, seeks additional time on 1080 kc. in lieu of the limited time-sharing arrangement.

Mr. Crowell explained that the station is noncommercial and that it is hampered by lack of evening hours. He mentioned pending applications not yet set for hearing under which WBBM, Chicago, now sharing the 770 kc. channel with KFAB, Lincoln, Neb., would procure a full-time assignment, while KFAB is seeking simultaneous operation full time on the 1080 kc. channel with WBT. The applications of WMBI and WCBD for additional time have been designated for hearing.

Mr. Crowell declared that the Moody Institute has in excess of $7,000,000 in assets, and that it has invested $188,000 in WMBI. In addition, a new administration building for the Institute is being erected, with possibly $85,000 of the expenditure accounted for in new studios and another $7,500 for new equipment.

Wendell P. Loveless, director of the radio department of Moody in charge of the station, explained the program service of the outlet. He emphasized the desirability of evening hours. Under cross-examination by Mr. Porter, Mr. Loveless said the station is used only in a general way in soliciting contributions. He declared no specific appeals are made but the work of the Institute is described. The station tries to avoid "frantic appeals for funds over the radio," he said.

To begin the WMBI-WCBD presentation June 24, Counsel Fisher called Gene T. Dyer, manager of WCBD. Commissioner Payne was not present at either session of the June 24 hearing. Following a ruling by Chairman Case that interpretation of exhibits should be confined to general situations rather than any specific frequency or specific station, Mr. Dyer briefly explained that in Chicago five stations are operating on clear channels; one regional shares another frequency; four daytime stations, including WCBD and WMBI operate on three frequencies; and three locals share 1210 kc.

Glenn D. Gillett, Washington consulting engineer, followed Mr. Dyer, explaining that in appearing for WCBD-WMBI he was retained on grounds that the 1080 kc. clear-channel status should not be broken down, as he said would be done under the proposals of KFAB, and WBT, to operate simultaneously with 50 kw. on 1080 kc. In carrying out that thesis, Mr. Gillett offered a group of nine exhibits illustrating service and interference area comparisons between KFAB, WBT, and 11 Chicago stations, including WMBI-WCBD.

Mr. Gillett pointed out that from a service standpoint the logical assignment would be to place the 770 kc. dominant 50 kw. station in Lincoln and that WBBM become a IV satellite station with 10 kw.

For WHKC, Columbus, and WKBN, Youngstown, O., Philip G. Loucks, counsel, called James C. McNary, consulting engineer, who suggested the proposed Rule 31.5 be changed to specify the 640 kc. channel as available for use of a Class I-B station and for Class II stations, rather than for a single Class I-A station, "in order to permit the fullest use of the channel by allowing duplicate operation at night." He introduced several exhibits dealing with sunspot areas and cycles and their effect on broadcasting, along with an exhibit showing the night sky-wave coverage of a 50 kw. Los Angeles station, also operating on 640 kc.

Mr. Loucks explained that under the proposed change, WKBN would be assigned to the 640 kc. channel, with WHKC removing to the 570 kc. assignment, with the result that the latter channel would be utilized on a time-sharing basis by two Columbus stations — WHKC and WOSU, of the Ohio State University.

During cross-examination Mr. McNary disclosed a discrepancy in the definition of a Class I-A station as carried in Rule 31.2 of the proposed new rules and regulations and as defined in the accompanying standards of good engineering practice. On this point Chairman Case asserted afterward that the apparent discrepancy probably would be reconciled.

On cross-examination by Mr. Porter, Mr. McNary engaged in a technical discussion of sunspot cycles. He said he was proposing no new standards but stressed the importance of considering sunspot phenomena in discussing any change in the rules and regulations. He added that he thought the proposed new rules will provide a greater secondary coverage in the Southeast.

Mr. Loucks also called in the testimony of G. C. Davis, consulting engineer, for WPTF, Raleigh, and KFEQ, St. Joseph, Mo. Mr. Davis offered a series of exhibits demonstrating the interference resulting from continued operation of WPTF on 680 kc. at night to the primary and secondary service area of KPO, San Francisco; the interference-free night-time primary service rendered by WPTF and KFEQ operating simultaneously at night with KPO; and coverage areas of the three stations. He declared that in his opinion both KFEQ and WPTF can operate simultaneously day and night with KPO on 680 kc. and provide a primary service in their respective areas without causing objectionable interference to the primary or secondary services of the San Francisco station.

Paul A. Porter, Washington counsel for CBS, told the Committee that CBS supported the proposed rules in general, with certain exceptions covered by the NAB testimony presented by Mr.

Two Way Communication

List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship

WATL
ATLANTA

WBRE

Now 250 Watts LS

With this power increase, your daytime sales message will go to more than 450,000 buy-able people.

WBRE, Wilkes-Barre, broadcasts from the center of the rich Anthracite field.

It is the station to which most dials are tuned for a well balanced schedule of NBC Red and Blue programs and local programs of great appeal to our listeners.

Your schedule on WBRE means increased sales and distribution in Northeastern Pennsylvania — where business is above the average.

Basic NBC Red and Blue

WILKES-BARRE
in the heart of the Anthracite
PENNSYLVANIA

Ethridge and Mr. Hogan, and that to avoid repetition and cumulated testimony, CBS would not appear formally at the hearings. Mr. Porter urged the Commission to consider, in promulgating rules, the statement of President William S. Paley during the October, 1936, hearings on the superpower question, and added that CBS will meet questions on certain phases of network operation arising out of the testimony at the tentatively scheduled network investigation to be conducted by the FCC. He concluded by reserving the right to cross-examine the Commission's witnesses and to file a brief for CBS.

Chairman Case responded to a question by Mr. Loucks that, although not yet definitely decided, the Committee will entertain written briefs outlining points in the testimony to be stressed rather than allow oral argument after testimony is completed.

As the Committee recessed June 24, Gov. Case said it was the present intention of the Committee to submit a complete report to the Commission, and that interested parties can then file exceptions and seek oral argument before the Commission.

Hogan Describes Work Of High-Fidelity Station

The hearings began their fourth week June 27 when John V. L. Hogan, New York consulting engineer, testified for the second time. His first appearance had been as chairman of the NAB Engineering Committee, but his second appearance was as president and controlling stockholder of Interstate Broadcasting Co., operating WQXR, New York, a special broadcast station on the 1550 kc. channel.

Queried by his counsel, Arthur W. Scharfeld, Mr. Hogan advocated a change in the FCC proposed regulations under which the 1550 kc. channel would become a Class I-B (duplicated clear) instead of a Class III (regional) channel. He enumerated five reasons as to why this change was desirable: The proposed change would not "degrade" the channel since only two stations—WQXR and KPMC, Bakersfield, Cal.—now operate on it; to make the channel a Class III unit would destroy the value of experimental work; it is especially suited to skywave experimentation; degrading of the channel would destroy service to a substantial number of listeners, and the change in assignment to Class I-B would not interfere with the rights of any existing broadcast services.

Mr. Hogan explained that WQXR is operated as a high-quality station, offering good music and talks. He pointed out it has a unique operating method, selling annual programs in advance at $1 a year, and that it has 6,000 subscribers to the program service.

Under examination by Counsel Porter, it was brought out that the 1550 kc. channel would become a clear channel for Canada and Mexico under the Havana treaty and that stations now on 1550 would be designated as regional stations on 1600 kc. Replying to Commissioner Craven, Mr. Hogan said that by change to I-B the stations could use power up to 50 kw. and that WQXR in effect would become a clear-channel outlet in New York.

Page Presents Case On Behalf of Locals

The case on behalf of National Independent Broadcasters, third of the association groups to participate in the proceedings, followed the Hogan testimony. George O. Sutton, counsel, first queried E. C. Page, consulting engineer of Washington and senior member of Page & Davis. The local case was based on duplication of clear channels, on the ground that engineering progress made possible duplicated operation without undue interference.

Mr. Page suggested the rule defining I-A channels be modified to provide there be no "objectionable interference" to the secondary service of stations operated on such channels. He recommended the flat maximum power of 50 kw. be retained as proposed in the rule.

JOHN ROSSER, special events man of KGKO, Fort Worth, is pictured "taking to the air" to cover the Clyde, Texas, tornado that claimed a dozen lives when it swooped down through West Texas in mid-June. With telephone and power lines leveled by the high wind, an ordinary remote pickup was out of the question. Rosser, therefore, went to the disaster scene with the portable recording unit used in producing KGKO's *News in Person* programs, which feature interviews with, and statements from, the people appearing in the day's headlines. After recording graphic interviews with eyewitnesses and survivors, the transcription was flown 150 miles to Fort Worth for airing on KGKO's daily *News in Person*.

Discussing rules affecting Class III (regional) and Class IV (local) stations, Mr. Page suggested the rules be clarified to show when a Class III channel is fully used for that type of station so as to determine when Class IV stations might be assigned to such frequencies. He said there should be some way of knowing when a Class IV station can be assigned to a Class III channel without the expense of a preliminary hearing.

Mr. Page said there is no provision in the proposed rules governing stations of 2,500 watts power, asserting he did not know whether this was an oversight or intentional. Proposed rules governing antenna installations also were suggested for clarification. Mr. Page said that under the rule governing methods by which power output of stations should be computed some local stations might be required to reduce their power by 20%.

He criticized the provision defining protection of coverage for Class III-A and III-B stations to the 2½ and 4 millivolt per meter lines, respectively, and suggested there be no hard and fast limitation. If the rule is strictly applied without reference to service area and population, he said, it would work a hardship in the sparsely populated areas of the West where the conductivity is high.

Under the rule permitting local stations to operate with 250 watts power at night, Mr. Page said, many local stations would not be able to take advantage of the power increase because of interference. He suggested making available additional channels for local stations. Commissioner Craven pointed out that possibly another remedy would be the assignment of Class IV stations on Class III channels but Mr. Page replied that some way of determining when Class IV stations might be assigned to such channels should be set up.

As to duplication, Mr. Page asserted that under similar engineering standards which permitted 500 cycle deviations from assigned frequencies, it was technically difficult to duplicate two 5 kw. stations on the same channel. Since this permissible tolerance has been reduced to 50 cycles, he asserted it was his opinion that 5 kw. stations in Boston and Los Angeles could operate interference free 90% of the time insofar as primary coverage is concerned. Asked by Mr. Sutton how close stations would have to be on the same channel to avoid interference in their primary area, Mr. Page declared a distance of 1,850 miles would be sufficient. He said it would be possible to increase the power of such stations to 50,000 watts if they used directional antennas, protecting not only their primary but their secondary service areas throughout the country.

A 50 kw. station in the New England area, Mr. Page testified, could operate on a channel with a 250-watt station 1,840 miles distant without any interference to its secondary service area.

Discusses Possible Duplicated Assignments

At the afternoon session, Mr. Page discussed possible duplicated assignments, introducing a series of maps and measurements. A station in San Francisco, he deduced, could use 3,500 watts on a clear channel employed in the East without objectionable interference to the clear-channel station, and both stations would have appreciable secondary coverage. He said it is possible to duplicate service on practically all of the earmarked Class I-A channels and still have interference free service to the four millivolt line. This, he asserted, was possible with 50 kw. power for the dominant stations but not with 500 kw.

If all 25 stations went to 500 kw., he explained, it would not be possible to maintain interference-free service on a duplicated basis and such service would be severely restricted. With directional antennas designed to give protection to the dominant stations, he said, vastly improved service could be rendered on a duplicated basis.

An exhibit showing 390 cities of 5,000 population or more which do not have greater than two millivolt per meter service at night, showed possible locations for duplicated stations. Another tabulation showed the number of secondary services available in the respective States from basic and supplementary network stations. This was supplemented by maps showing present service clear-channel stations on the three networks but not taking into account regional and local stations serving the same areas with network service.

Mr. Page testified that 12 clear-

KATE

250 WATTS
1420 KC

Among other industries Albert Lea and Austin each boast a large packing plant, Hormel's at Austin and Wilson's at Albert Lea. That means all year employment for nearly 4,000 employees. It also means a ready and profitable livestock market for the farmers in the KATE listening area.

ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

KFRU
●
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri
●

channel stations, properly located, could provide four separate services for the entire United States. If that were done, he said, it would leave 32 of the 44 channels set aside in the Havana treaty for Class I-A and I-B operation for other services. He replied to Commissioner Craven that two "secondary services" from clear-channel stations should be sufficient.

Technical Improvements Amount to Power Boosts

Asked by Mr. Sutton to estimate the power necessary for one station to supply a half-millivolt service 50% of the time over the entire United States, Mr. Page said such a station, located in the approximate geographical center of the country, would require 2100 kw. To provide a two millivolt signal strength, the necessary power would be 33,600 kw.

Mr. Page said technical improvements of the past few years such as directive antennas have amounted to increased power and stations have been enabled to provide improved signals. Declaring the proposed new rules provide for greater flexibility and increased service of shared-channel stations, he said even better service could be provided by making more channels available to such stations or by duplicating clear-channel assignments. He emphasized that congestion of regional and local channels should be relieved.

Upon completion of Mr. Page's direct testimony, Edward A. Allen, president of WLVA, Lynchburg, Va. local and head of NIB, took the stand to place in the record a list of 105 NIB member stations.

Chairman Case, before recessing the hearings, announced that the hearing on the WLW renewal application, originally scheduled to begin immediately following the proceedings on the rules and regulations, would start July 18. He estimated the current hearing would consume most of the week of June 27 and that the FCC committee and legal and engineering staffs would require intervening time to catch up on regular work.

Mr. Page continued under cross examination by Mr. Porter at the June 28 morning session.

"It is quite possible you can put up directive antennas that are too high to most efficiently serve clear-channel stations," Mr. Page replied to queries on optimum height of antenna equipment.

"The maximum use should be made of all clear channel facilities," he said. "Duplication should be allowed if that would lead to maximum use of facilities, treating each channel as an individual case," he added in supporting his "workable suggestion for a theoretical allocation".

If duplication is allowed on clear channels, Mr. Page argued, giving ample protection to dominant stations, local stations could be accommodated, even on a full-time basis.

In a technical exchange with Mr. Porter, Mr. Page pointed out that the effect of Rule 33.4 was to reduce the effective field intensity of local stations by a change in the factor used to calculate power output. While this procedure was not claimed to be incorrect on a purely engineering basis, the question was raised as to whether it was the intention of the FCC to reduce the power radiated by local stations about 20%.

Mr. Page said that in his exhibits he did not simply take all the clear channels and jam them with stations, as suggested by Mr. Porter, but rather that he made his allocation suggestions on a basis of best serving the public interest.

SIXTEEN and sweet was the anniversary celebration of WFAA, Dallas, on June 25. The annual birthday breakfast was held preparatory to a series of birthday broadcasts. Left to right are Martin Campbell, general manager; Adams Colhoun, senior member of the WFAA staff (16 years), who is introducing G. B. Dealey, president of the A. H. Belo Corp., owners of WFAA, and J. M. Moroney, secretary-treasurer. In addition, addresses were delivered by J. J. Taylor, editor of the *Dallas News*, and J. C. Muse, legal advisor. Station break announcements of WFAA will be revised July 1 for the first time since the station went on the air in 1922. The identifying announcements heretofore included the names of the *Dallas News* and the *Dallas Journal*, morning and evening newspapers published by the WFAA owners. Consolidation of the *Journal* with the *Dallas Dispatch* under new ownership becomes effective July 1, after which announcements will mention *Dallas News* only.

Removal of Experimental Assignment Asked by WWL

Paul M. Segal, counsel for WWL, New Orleans, asked that the assignment of the station on the 850 kc. channel now listed as experimental full-time, be made regular under the revised rules. Originally, WWL was assigned half-time on this frequency, sharing with KWKH, Shreveport. The latter station, however, for several years has operated experimentally full-time on the 1100 kc. channel, thus opening the way for full-time operation on the 850 kc. channel for WWL. Mr. Segal pointed out that the proposed new rules would not permit stations to broadcast commercially under experimental authorizations. He offered in evidence a letter from Rev. Harold J. Gaudin, S. J., president of Loyola, to the FCC in connection with this matter, together with the FCC's reply, stating in effect that the experimental restriction would not become effective until after the WWL regular full time assignment was approved.

The final phase of the hearing was entered with William J. Norfleet, FCC chief accountant, called to the stand for cross-examination in connection with the 51 separate exhibits placed in the record dealing with financial returns of stations during 1937, station employment and program breakdowns. All were based, he explained, upon questionnaire returns received from stations.

Questioned by Commission Counsel Porter, Mr. Norfleet explained the manner in which certain of the breakdowns were developed, particularly with reference to network figures and to the fiscal operations of the nine key stations of the networks together with the 13 owned, operated, or leased stations, exclusive of the keys. The network accounting methods, he explained, did not show separate accounts for the key stations which were lumped in with network overhead. As a consequence, he declared, these figures were reconciled by the FCC with representatives of the networks.

When clear Channel Counsel Caldwell asked Mr. Norfleet about certain aspects of the financial tables, he explained that the 13 owned and operated stations of the networks plus the nine key stations (located in New York, Chicago and Hollywood) were not shown in the network profit figures but were treated as individual stations.

Phillip J. Hennessey Jr., NBC counsel, interjected that the stations mentioned included several Westinghouse stations which were not operated by NBC and that he did not want "my silence to be misunderstood".

Scope of Data on Clear-Channels Discussed

Seeking to clarify the statistics, particularly with regard to 29 clear-channel stations operating with 50 kw. or more, Mr. Caldwell

• Are your SOUND EFFECTS up to Standard?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

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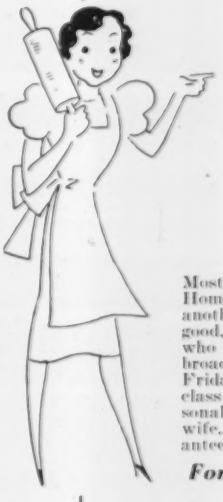

Our New Home Economics Program

SOLD ON A PARTICIPATING BASIS

Most every station in the country has a Home Economics show of one type or another, and most of these shows are good, but we feel that Mary Lucille Roth, who handles WSPD's "Radio Neighbors" broadcast, which is on Monday through Friday at 10:50 to 11:15 a. m., is in a class by herself. Miss Roth is a radio personality who knows how to sell the housewife, keep her attention, and hold a guaranteed radio audience.

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5000 Watts Daytime
1000 Watts Nighttime

WSPD
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An NBC Basic Blue Outlet

asked whether this figure did not include those network-owned, managed, operated or leased stations of the networks. After Mr. Norfleet replied in the affirmative, Mr. Caldwell asked if it was not a fact that inclusion of those 15 stations tended to "greatly increase" the net receipts of the group. Mr. Norfleet declared such receipts were not "considerably higher" and that he felt there was not enough difference to affect materially the individual station averages.

A sharp colloquy developed when Mr. Caldwell asked for specific information with respect to the 10 regional stations showing greatest net incomes to be compared with the 10 independent full-time stations in the Clear Channel Group. Mr. Norfleet asserted such information probably could not be developed without disclosing the individual stations. After considerable discussion Chairman Case asserted he could not see where such information would be relevant or material and asserted he did not think this would be an equitable basis of comparison.

Paul Porter, CBS Washington attorney, questioned Mr. Norfleet about allocation of expenses of Network key stations. In response to his inquiries, Mr. Norfleet explained that the method of computation was arrived at as a result of conferences with representatives of the networks, particularly after it had been ascertained that the networks kept no separate accounts for their key stations.

DeQuincy V. Sutton, head accountant in the FCC accounting department, was called as the next witness and placed in the record two exhibits depicting the fluctuations in hourly rates of WLW and regional and local stations in its immediate service area. One of the exhibits showed the changes by percentages, the second by dollar value.

On behalf of WHDH, Boston, Mrs. Mabel Walker Willebrandt, former Assistant Attorney General, said June 29 that WHDH for two years has been an applicant for full time on 830 kc., on which KOA, Denver, is dominant. She challenged the Commission's right to promulgate rules definitely prescribing channels in the I-A status. She endorsed the testimony as to duplication, offered by NIB's technical witness, Mr. Page, and advocated modification of Rule 31.2 so that I-A channels be occupied by such stations only when "objectionable interference" would not be caused within the country.

Mrs. Willebrandt declared WHDH has operated on 830 kc. without causing interference to the dominant station. Specifying this channel as I-A, she asserted, would "prejudge" the application of WHDH for full time. Asserting the clear-channel rules would tend to "freeze" these frequencies and make them "inviolate", she cited a Supreme Court opinion which she held prevented administrative agencies from legislating in that fashion. Commission Counsel Porter observed that if Mrs. Willebrandt was right in her contention, he could conceive of a situation "where the Commission might never be able to promulgate new rules and regulations."

Ring Recalled to Rebut Attacks on Rules

As the final Commission witness, Andrew D. Ring, assistant chief engineer for broadcasting, was recalled June 29 to rebut testimony attacking the proposed rules and regulations. He offered exhibits and data constituting a study of service by U. S. broadcast stations. The first tabulation, summarizing daytime service rendered by dominant clear-channel stations, showed that 24.2% (30,000,000) of total population is outside the service areas of such stations; in urban areas, 13.9% (9,580,000) is outside; in rural areas 37.4% (20,103,000). A second table summarizing night service by dominant clear-channel stations revealed that 25.9% of the total population was outside their service areas; 14.8% of urban listeners; 40.2% of rural.

Table 3 covered daytime service rendered by stations other than dominant clear channels, and showed 13.6% of the total population, 4% of the urban population and 25.9% of the rural population outside their service areas during daytime.

Table 4 dealt with nighttime service rendered by stations other than dominant clear channels, with the 41.2% shown outside urban and rural service areas, 18.5% in the urban areas alone and 70.4% in the rural areas.

A summary of daytime service rendered by all classes of broadcast stations showed 8.1% of the population outside the service areas of all stations; 2.1% of the urban population and 15.9% of the rural population.

A similar summary showing nighttime service rendered by all stations disclosed that 17.4% of the nation's entire population was outside the service areas; 5.6% of the urban population, and 32.4% of the rural population. Another table dealt with daytime service rendered by all broadcast stations by land areas, rather than population. This showed the total areas in square miles of the nation to be 2,973,776, with 1,146,138 square miles outside the service areas, or 38.5%. As for dominant clear-channel stations, 1,849,507 square miles are outside the service areas of such stations, representing 62.2%. For other than dominant clear-channel stations, 1,375,442 square miles were outside their service areas, or 46.3% of the total area. The geographical summary of their night service showed 56.9% of the total area outside the service areas of all stations at night; 65.3% outside dominant clear-channel stations, and 81.8% outside of other than dominant clear-channel stations. Other tables showed urban population within the service areas of all United States broadcasting stations; population and number of United State cities within the daytime service areas of one or more stations but not having a station located within a metropolitan area or contiguous to a city having a station; and showing the population and number of cities within the nighttime service area of two or more stations, giving the same detailed information.

Commercial Operation During Experiments

In addition Mr. Ring introduced exhibits dealing with measurements of WLW service contours during April and May.

Asked regarding the proposed rule to prohibit stations having experimental authorizations to operate commercially during the experimental periods, Mr. Ring asserted that many experimental authorizations have been outstanding for years. If the Commission restricted commercial operations on such assignments, he declared, it might tend greatly to increase the speed of such experiments and expedite FCC engineering allocations. He added that there should be reward for experiments.

When Commissioner Craven asked if the rule were kept as proposed whether it would not discourage experimental applications, Mr. Ring asserted he could see where there would be many such applications if commercial "reward" were indicated upon completion of the experiments.

Regarding outstanding experimental authorizations, Mr. Ring said it would be reasonable to expect the Commission to permit sufficient time for consideration of applications to clear up experimental authorizations and perhaps make regular assignments. He said he favored the status quo until all such applications could be considered.

Asked by Commissioner Craven whether the proposed rule would block the WBBM-KFAB experimental full-time operation, Mr. Ring said it would prohibit the additional hours of operation insofar as commercial sales are concerned.

Mr. Ring said that except for the provision requiring installation of electric clocks in all station master controls, the proposed new rules would not require immediate outlays by stations for equipment. When Commissioner Craven asked why a clock was necessary, Mr. Ring declared the regulations require maintenance of logs and monitoring schedules. Several disputes have developed in the past over log entries, and he said there was no better way of assuring accuracy than to have accurate clocks. He estimated the cost of an electric clock at $25, or rental at $1.50 per month. He estimated that perhaps 95% of the stations already are so equipped.

Opposes 5 kw. for Class III-B at Night

Mr. Ring argued against the suggestion that Class III-B stations be permitted to use 5 kw. at night. Because of the protection to the four millivolt contour projected for such stations, he declared they would not then be in a position to render any better service nor would there be improvement to the listening public and in most cases 1 kw. will serve the metropolitan areas proposed for such stations, he said.

A dispute developed when Mr. Ring suggested that all stations on the same regional channel should increase power simultaneously to provide best service. Commissioner Craven asked whether it was fair to hold up "the whole world" because one man won't go along. He asked if it would be better to utilize directional antennas where one or two stations on a channel do not desire to take advantage of power increases, which Mr. Ring said would perhaps be a way out.

Getting down to the controverted question Mr. Ring said his studies of rural coverage revealed there is as much need for additional rural service along the Eastern seaboard as in Western areas. Listeners 300 or 400 miles from a station may not receive any more satisfactory service than those 600 or 800 miles away when noise level, interference and intensity of signal are taken into account. To illustrate his point, he said the clear-channel survey postcard returns from postmasters in such States as Maryland and Virginia indicated that 55% of the service was not satisfactory and that the figure corresponded with the returns received from postmasters in Montana.

He observed that it was difficult

Dirt and Daylight

PAUL PIERCE, CBS Hollywood announcer, is definitely a realist. During the recent broadcast of the maiden flight of Douglas 4-C4 from Santa Monica, Cal., to describe the history making take-off, he carried the microphone out into the runway and lay flat on the ground so as to be able to see "daylight" under the wheels of the ship as it rose into the air. As a result the plane soared directly over his head, lending more color to the broadcast than he expected and giving him a thorough shower of dirt.

Cover FORT WORTH and DALLAS at One Low Cost

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FULL TIME NBC OUTLET
MIDWAY BETWEEN
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WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Results!

You, too, can get definite results if you reach Connecticut's major market through WDRC. There's more than a million people in this area, whose tastes and needs are diversified. Tell them about your product!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
INTERNATIONAL RADIO SALES

to determine whether 25 Class I-A channels are required to give complete service throughout the underserved rural areas. Until additional information is available as to the service necessary, he said it was his view that the 25 channels slated for I-A operation should not be disturbed.

Compares Present and Past Allocations

Mr. Ring continued under cross-examination by Mr. Caldwell and Mr. Patrick at the afternoon session June 29, comparing present conditions with those existing under the Federal Radio Commission's original allocations in 1928, saying he would later produce figures asked by Mr. Patrick on the number of stations in the United States each year since General Order 40 of Nov. 1928. As of June 1, 1938, Mr. Ring said there were 326 Class IV stations, 307 Class III, 51 Class II, and 51 Class I—a total of 735 in all classes.

He declared, after questioning by Mr. Patrick, that while General Order 40 made 90 channels available, the proposed rules would make 92 available. In response to Mr. Patrick's question whether the proposed rules contemplate an increased signal in urban areas, Mr. Ring said that in increasing the power allowance for locals from 100 to 250 watts and regionals from 1 kw. to 5 kw., service in urban areas would be increased. He noted also that the number of local stations has increased rapidly during the last year and that under the new rules rapid development would be possible, for local as well as regional stations.

Mr. Ring said he considered the increase in power on clear channels a technical development insofar as equipment is concerned, although the actual increase is a matter of advancing allocation regulations.

KIBITZERS CLICK

Citizens Advisory Board of WSYR Is Success

ENCOURAGED by a year's effective operation, WSYR, Syracuse, is continuing its use of a program committee made up of Syracuse residents who have no other connection with commercial radio. Composed of a Syracuse University speech professor, a local newspaperman, the head of a motor sales company, and two housewives, the committee acts as an advisory body to the station management and program department.

Chosen by WSYR executives, the group meets once a month and discusses programs, policy, and pertinent station matters. Station executives and staff members do not attend committee meetings or in any way seek to prejudice the decisions of the advisory body. After the meetings, the program committee chairman submits a complete report of the discussion, with suggestions and the vote of each member on individual proposals, and station officials accept or reject the suggestions.

WSYR declares that a great number of worthwhile projects, ideas and suggestions have come to the station through these "critical listeners", along with definite contributions for the welfare of the industry.

THE MUSIC OF SHERMAN CLAY

California Sponsor a Heavy User of Radio, and Sales Volume Reflects the Result

By EDWARD P. FRANKLIN
Assistant Manager KJBS, San Francisco

A PROGRAM experiment undertaken two years ago on KJBS, San Francisco, and KQW, San Jose, by Miss Elmire Goldthwaite, advertising director of Sherman Clay & Co., one of the West's largest musical instrument companies, today is rated one of Northern California's most successful recorded air shows. An outstanding sales job has been accomplished, evidenced by the recent signing of another 26-week extension.

Known as the *Magic Hour*, the program is released two hours nightly from 10 p. m. to midnight, seven days a week. The broadcast consists of three programs within a program. The opening portion, from 10 until 11:30 p. m. consists of classical music; on many occasions entire operas are presented in transcribed form. At 11:30 a five minute after-theater news broadcast is presented, based on United Press reports. The remainder of the air show—11:35 to midnight—consists of latest dance records.

Supplementary Media

Wallace Gade, KJBS musical director, in cooperation with the record department of Sherman Clay & Co., produces and presents the program. Due to the vast record library of the advertiser no repetition of records is necessary. The program is believed to have set a record for hours of continuous broadcast during its first two years on the air. Its nightly two hours recently aggregated 1,460 hours, equivalent to 61 full days of 24 hours each, or more than eight solid weeks.

The advertiser's announcements have been devoted to all departments of the store—sheet music, pianos, radios, camera shop, recording studio, general sales, musical instruments, etc. Only on rare occasions has concentrated effort been made to merchandise phonograph recordings. Nevertheless the company's record department enjoyed a peak sales year in 1937.

The radio program on KJBS and KQW has been supported in almost all Sherman Clay newspaper advertising of the last two years. Each advertisement carries a small box, referring readers to the *Magic Hour* program. Occasional theater trailers are used also.

Sherman Clay knows definitely that the program is selling merchandise. Miss Goldthwaite reports that it is not uncommon for listeners to call the stations for the numbers of the recordings played, then to purchase them the following day at the store. Often the complete broadcast is purchased.

Westinghouse Adds

ADDITION of a number of new program features for its international broadcasting station W8XK, Pittsburgh, was announced June 23 by Westinghouse. Special French, German and Spanish periods have been scheduled along with a daily report of stock market quotations. Westinghouse announced that the Pittsburgh station and WIXK at Boston have been recorded in some listings as "non-verifying" stations. It said this was incorrect and that the stations do verify reception reports.

ARTISTS BUREAU Inc., Hollywood talent agency, is now located at 7046 Hollywood Blvd., with George Ferguson and Larry Kurtz as co-managers.

TO GIVE the farmer a chance to express his views CBS is starting a weekly farm forum, *The Farmer Takes the Mike*, on July 17 as a regular half-hour feature.

Emergency Drill Catches WGAR Staff by Surprise

WIDE-EYED and eager, the entire program and engineering staff of WGAR, Cleveland, was mobilized recently to cover a reported Lake Erie disaster—an explosion on a lake freighter. Arriving at the scene, they found everything quiet. Coast guarders assured the WGAR men there had been no explosion, that no ship was afire.

Since the flash had come directly from the office of John F. Patt, manager, the hoax was not understood until Mr. Patt communicated via two-way shortwave, explaining that the mobilization was an "emergency drill", the first of a series to perfect speedy gathering of the staff for emergencies.

Under the plan Ralph Worden, news editor, is handed a sealed envelope to open at a set time. The message gives data on where announcers, production men, and engineers are to meet, along with details of the mythical emergency. All departments have instructions as to disposition of facilities—manning of the two WGAR mobile units, announcers to take studio duty and those to rush to the disaster scene, etc. Announcers' descriptions of the "disasters" are shortwaved to the studio and transcribed, then analyzed in a later meeting.

"The emergency drill proved sevveral inadequacies which are now remedied," Mr. Patt commented. "Within a short time we will have ironed out any difficulties in our method of emergency coverage and can expect perfect mobilization of the staff for competent coverage on any emergency."

KQW SAN JOSE CALIFORNIA

Santa Clara has more farm tractors than any California county

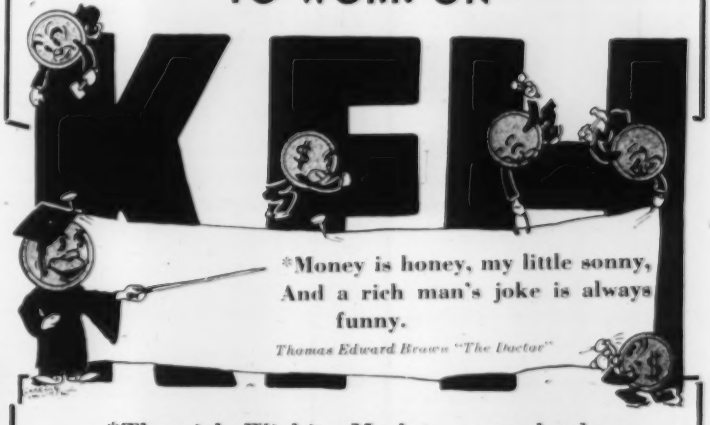
It's an excellent tractor and farm machinery market too.

Full Mutual Don Lee Network Schedule

Representatives
John Blair & Company

SCHOOL YOUR DOLLARS TO WORK ON

KFH



*Money is honey, my little sonny,
And a rich man's joke is always funny.

Thomas Edward Brown "The Doctor"

*The rich Wichita Market—completely covered by KFH—"a honey of a station" offers Time-buyers real occasion for merriment as "Advertising Dollars" reflect themselves in profitable sales.

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.

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CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS
Special Consultant
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Telephone: Metropolitan 2430
Robert S. Rains
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RCA
WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
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A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Late Personal and News Notes

CHARLES D. LIVINGSTONE, for the last four years assistant dramatic director at WXYZ, Detroit, has been named WXYZ's director of dramatics to succeed James Jewell, resigned, it was announced June 27 by H. Allen Campbell, general manager of WXYZ. He will have charge of all dramatic shows originating at WXYZ, including *The Lone Ranger* and *The Green Hornet* both heard over the Mutual Network. Tom Dougall, writer and assistant director on the WXYZ staff for the last four years, will be assistant to Livingstone.

LENOX R. LOHR, president of NBC, and Owen D. Young, president of General Electric Co., will be among the speakers at the dedication of the new studios of WGY, Schenectady, on July 9, which will be broadcast on NBC-Red, 10-10:45 p. m.

CHESTER H. MILLER, formerly in New England radio and later with CBS, has been named head of the newly created radio department of Metropolitan Advertising Co., New York. Mr. Miller's most recent work was on *You, the Unseen Jury* sponsored over WEAF, New York, by Morris Plan Industrial Bank.

ARCH MacDONALD, sportscaster of WJSV, Washington, fractured his ankle in three places June 28 as the result of an auto accident. The injury caused postponement of his appearance as *The Old Soak* in a Washington theater group production and forced him to carry on baseball broadcasts from a hospital bed.

DICK FISHELL, special events director at WMCA, New York, has been transferred to the station's sales department as account executive. He will also continue his daily *Sports Resume*. The special events department will be absorbed by the publicity department under Leon Goldstein.

HENRY LIEBSCHUTZ, art director of BROADCASTING, is the father of a baby boy born June 28.

LOUIS KATZMAN, musical director of WINS, New York, leaves July 1 on the *Santa Rosa* for a three-weeks vacation in South America. On the same day Sylvia Press, publicity director of the station, sails on the *Iroquois* for two weeks in Puerto Rico.

FRANK W. ASPER, tabernacle organist for the Mormon Church, heard over KSL, Salt Lake City, and on CBS Sunday mornings, has been awarded an honorary degree of Doctor of Music by Bates College, Lewiston, Me.

MEREDITH WILLSON, NBC West Coast musical director, will conduct the British Broadcasting Co. orchestra July 17 during his European tour. The program will be shortwaved to NBC.

Fight Sets Record

THE Louis-Schmeling fight June 22 marked an all-time high in radio listening, according to Cooperative Analysis of Broadcasting operated by the ANA and AAAA. Broadcast on both NBC networks, the CAB survey showed that more than 63% of radio set owners interviewed reported hearing the fight. The 1936 Louis-Schmeling fight rated 57%. CAB reported that 92% of families who used their sets after 8 p. m. (EDST) June 22 were tuned to the fight and 97% of sets in operation between 10-10:15 p. m.

SKELLY OIL Co., Kansas City (gas and oil), will suspend its Sunday evening broadcast on CBS titled *Court of Missing Heirs* July 3. Plans for fall radio are indefinite. Blackett-Sample-Hummert Inc., Chicago, is agency.

KEN ELLINGTON, special events announcer of WBBM, Chicago, will marry Miss Harriet Bradbury July 23.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Situations Wanted

Employed announcer wants change. Will go anywhere. Voice recording on request. Box A2, BROADCASTING.

Announcer-licensed operator, experienced, with college voice training. Seeks new position. Voice recording on request. Box A22, BROADCASTING.

Broadcast engineer, operator first class now employed in small station wants change. Will go anywhere. Box A20, BROADCASTING.

Engineer, operator. Graduate in electrical engineering. Eight years in the field. Prefer west. Best references. Make offer. Box A24, BROADCASTING.

Wide-awake local-national contact man available. Local and national representative experience. Can sell service locally. Box A16, BROADCASTING.

Employed all around announcer. Five years experience including writing. Wants change to progressive station. Single. Box A14, BROADCASTING.

Young man, age 23, college graduate, experience stage and radio, desires position announcer-producer. Single, will go anywhere, salary incidental. Box A12, BROADCASTING.

Versatile university trained lady. Good broadcasting voice for singing or announcing. Continuity writer. Music and dramatic ability. Best references. Will go anywhere. Box A19, BROADCASTING.

Experienced studio control man. Eight months with popular mid-west regional feeding NBC regularly. 100-watt experience four years. Licensed. Excellent references. Box A18, BROADCASTING.

Situations Wanted (Con'td.)

Commercial manager-producer, wants to return to radio. Exceptional knowledge local and national business. Formerly with 50,000 watt station. Now advertising manager in competitive field. Box A21, BROADCASTING.

Chief Engineer

Capable of designing, constructing, operating and assuming full responsibility of any power station. Ten years' experience includes field strength surveys, recording, television, antenna design, etc. Age 32. Box A23, BROADCASTING.

Program director with eight years experience in musical, production and publicity directing, continuity writing and announcing. College graduate. Letters and press book available. Could possibly arrange interview. Only contract or steady employment considered. Box A15, BROADCASTING.

Radio news editor with United Press, station, five years newspaper experience desires change to South or Southwest. Experience in radio writing, editing, advertising. Now advertising and publicity manager. Northwestern university graduate, age 26, single. Reason: climate change. Unlimited references. Box A17, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

New Port Huron Station, WHLS, to Take the Air At Dedication of Bridge

PRESIDENT Roosevelt's visit in mid-August to dedicate the new Blue Water International Bridge over the St. Clair River, linking Port Huron, Mich., and Sarnia, Ont., will be the occasion of the formal opening of the new WHLS, Port Huron, authorized last March by the FCC to operate with 250 watts daytime on 1370 kc., according to Harmon LeRoy Stevens, who with his father Herman LeRoy Stevens, will be co-licensee of the station.

The younger Stevens, a graduate of the University of Michigan and the American Academy of Dramatic Arts in New York City, will be active in the operation of the station. Its general manager will be Angus Pfaff, new with WJBK, Detroit, and formerly with WWJ, Detroit, and WLW, Cincinnati. Wayne McDonnell, formerly with CKLW, Windsor, Detroit, WJBK, Detroit, and WTOL, Toledo, and Leslie Conant, an amateur and former police broadcast engineer of Port Huron, are supervising the engineering construction.

WHLS will be known as the Blue Water Station. It is constructing studios in the Port Huron downtown district, which will occupy an entire three-story building. From the sidewalk passersby will be able to see the main studio. Above the street observation window will be a six-foot neon sign bearing the call letters. An RCA transmitter is being installed along with a 204-foot Lehigh self-supporting radiator just outside the city limits.

College Gives Up CP

HOLDER of a construction permit since 1936 for a new full-time local station in Middlesboro, Ky., authorized to operate on 1210 kc., Lincoln Memorial University of Harrogate, Tenn., has decided to surrender its CP and has so informed the FCC, according to Robert L. Kincaid, executive vice-president of the university. The CP had been extended several times and had until next July 15 to run. Several approaches by private interests seeking to operate the station under lease had failed to materialize, it was learned, after the university had found itself unable to secure sufficient funds to build and operate the station.

DR. ERNST F. W. Alexanderson, radio inventor and consulting engineer of the General Electric Co., Schenectady, recently received an honorary Ph.D. in absentia from the Royal University of Uppsala in his native Sweden.

•

News

is your best bet

TRANSRADIO

•

in the CONTROL ROOM

ROY ANSPACH, pianist-engineer; John Wynkoop, formerly with RCA and the Marconi Co., and William C. Evans, formerly with WIP and WDAS, Philadelphia, and KIEV, Glendale, Cal., have been appointed to the engineering staff of KYW, Philadelphia, and have been assigned to vacation relief duties.

K. E. SCHONERT, engineer of WEBQ, Harrisburg, Ill., and Oscar L. Turner, owner of a chain of theaters, are disclosed in an application to the FCC as principals in the Olney Broadcasting Co., seeking a new 100-250 watt station on 1210 kc. in Olney, Ill., contingent upon the granting of WEBQ's application to shift to 1310 kc.

EMERY LEE, FCC supervisor for the Detroit District, has been named vice chairman of a veteran radio and wireless men's club organized last month in Detroit. Stanley Manning, with the local Bell Telephone Co., was named chairman. Both have been in wireless since before 1910, a distinction shared by three other members—S. W. Edwards, of Edwards & Martin, radio consultants; Frank D. Fallain, WFDF, Flint, Mich., and Al King, WWJ, Detroit.

FRED E. WATTS has been promoted to chief engineer of KALB, Alexandria, La., succeeding James F. Manship, who has gone as chief engineer to the new KRIC, Beaumont, Texas.

DEAN FARRAN, after several month's absence, has returned to KFAC, Los Angeles, as transmitter engineer. He succeeds Ed Olds, resigned.

LARRY FISK, supervisor of remote engineers at CBS, Chicago, is the father of a boy born June 16.

CHARLES SMITH, master control engineer of WCAU, Philadelphia, is the father of a girl, Margaret Christine, born recently.

ED PERRY, new to radio, but experienced in sound film work on the West Coast, has joined the technical staff of WTAR, Norfolk, Va.

JAMES BELOUNGY, chief engineer of WBT, Charlotte, was in Birmingham in June to assist in the installation of the new directional antenna of WAPI.

CHARLES M. MUGLER, head of Acoustical Engineering Co., Los Angeles, has been appointed consulting engineer on acoustics of the 1939 Golden Gate International Exposition, to be held in San Francisco.

BOB FRANKLIN recently was added to the technical staff of KFRC, San Francisco. He formerly was with KJBS.

AL DORAN, of the engineering staff of WWJ, Detroit, and Mrs. Doran are the parents of a second son, born June 22.

CARL WESSER, chief engineer of WSXWJ, ultra-high frequency adjunct of WWJ, Detroit, was the speaker at the final spring meeting of the Institute of Radio Engineers, Detroit section, June 24.

FRED BOWEN, technician of Associated Cinema Studios, Hollywood, has recovered from an infected arm which had confined him to the hospital.

CHARLES JUST, remote engineer of WSYR, Syracuse, is at the control panel while station engineers vacation.

NATHAN EUGENE WILCOX 3d, 11-month-old son of Nate Wilcox, KTUL, Tulsa, chief engineer, was selected as healthiest of 1,400 babies in a recent contest in Tulsa.

Otto E. Kaiser

OTTO E. KAISER, master control operator at WTMJ, Milwaukee, died June 17 at Mount Sinai hospital following a three-day illness of pneumonia. Mr. Kaiser was one of WTMJ's oldest staff men, having joined the station a few months after it opened in 1927. He had handled all phases of operating at the studios and transmitter, as well as sports and special events at remote points.

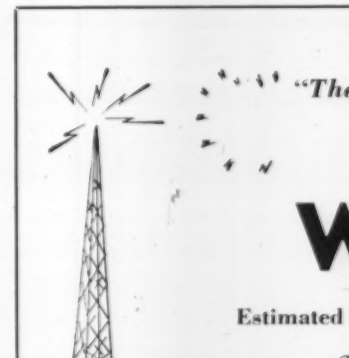
KGLU Starts July 15

WITH tests of its new Western Electric transmitter starting July 5, the new KGLU, Safford, Ariz., 100 watts night and 250 watts day on 1420 kc., is scheduled to go on the air July 15, reports John Merino, manager and chief engineer. A WE amplifier and WE remote equipment, RCA turntables and a 179-foot Blaw-Knox tower have been installed. Transradio Press and Standard Radio transcriptions have been ordered.

NBC Shifts WTAR

WTAR, Norfolk, has been removed from NBC's Southeastern Group and is now available as an individual station to advertisers using either the Red or Blue basic network. Previously station has been available only to network sponsors in conjunction with a minimum of five of the seven stations in the group.

RADIO Writers Laboratory, script firm, on July 1 moves to new quarters in the Conestoga Bank Bldg., Lancaster, Pa., reports M. S. Miller, director.



"The Voice of Northern New England"

WLAW

Estimated Potential Listening Audience

2,300,000 Persons

LAWRENCE
Massachusetts **1,000 Watts** **680 Kilocycles**

COOL *Silently*

AIR CONDITIONED BEDROOMS AT WASHINGTON'S MODERN HOTEL

Assure Healthful Sleep and Escape From All Outside Noises

☆ Restaurants ☆ Lobbies ☆ ☆ Public Assembly Rooms ☆ Also Made Delightfully Comfortable By The Quiet Flow Of Fresh, Washed Air

Naturally Ventilated Bedrooms and Suites On Every Floor, If Preferred

Single Rooms from $4
Double Rooms from $6
All with bath, of course

The Air Conditioned MAYFLOWER
WASHINGTON, D. C.
E. L. POLLEY, Manager
NEW YORK OFFICE:
521 Fifth Avenue Murray Hill 2-2345

NETWORK ACCOUNTS

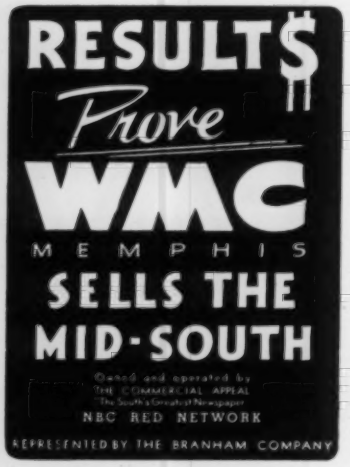
(All time EDST unless otherwise specified)

New Business

GENERAL FOODS Corp., New York (Swansdown, Calumet), on Sept. 29 resumes *Kate Smith Hour* on 82 CBS stations, Thurs., 8-9 p. m. Agency: Young & Rubicam, N. Y.

MUSTEROLE Co., Cleveland, on Oct. 10 starts *Carson Robison and His Buckaroos* on 34 NBC-Blue stations, Mon., 8-8:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

CHESEBROUGH MFG. Co., New York (vaseline), on Oct. 18 resumes *Dr. Christian* with Jean Hersholt on 58 CBS stations, Tues., 10-10:30 p. m. Agency: McCann-Erickson, N. Y.



SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 9 resumes for 26 weeks *Metropolitan Auditions of the Air* on 57 NBC-Blue stations, Sun., 5-5:30 p. m. Agency: Cecil, Warwick & Legler, New York.

ADAM HAT STORES, New York, on Oct. 5 resumes Madison Square Garden fights on 37 NBC-Blue stations, a schedule of 14 to 18 Wednesday and Friday night matches at approximately 10 p. m. Agency: Glicksman Adv. Co., N. Y.

BALLARD & BALLARD Co., Louisville (cattle and poultry feeds), on Sept. 16 starts series on 8 NBC stations, Fri., 10-10:15 a. m., and on 15 NBC stations, Sat., 10-10:15 a. m. Agency: Henri, Hurst & McDonald, Chicago.

Renewals

CALIFORNIA Fruit Growers Exchange, Los Angeles (products department), on June 13 started for 8 weeks participation in *Norma Young's Happy Homes* on 3 Don Lee network stations (KGB, KFXM, KVOE), Mon., Wed., Fri., 9-9:05 a. m. (PST). Agency: Lord & Thomas, Hollywood.

QUAKER OATS Co., Chicago (puffed wheat & rice), on Sept. 26 renews for 35 weeks *Dick Tracy* on 29 Pacific Coast Don Lee network stations, Mon. thru Fri., 5:30-5:45 p. m. (PST). Agency: Fletcher & Ellis, Chicago.

LAMONT, CORLISS & Co., New York (Pond cold cream), renewed *Those We Love*, dramatic serial, June 27 on 33 NBC-Blue stations, Mon., 7:30-8 p. m. for 13 weeks thru J. Walter Thompson Co., Chicago.

ROMA WINE Co., San Francisco (wines and beverages), on June 10 renewed for 13 weeks *Toast to the Town*, Fri., 9:15-9:45 p. m. (PST) on 5 Mutual-Don Lee stations in California. Agency: James Houlihan, San Francisco.

ALBERS BROS. MILLING Co., Seattle (cereals), on Oct. 4 renews for 13 weeks *Good Morning Tonite*, Tues., 9-9:30 p. m. (PST) on five NBC Pacific stations (KPO, KFI, KGW, KOMO, KHQ). Agency: Erwin Wasey & Co., Seattle.

SWIFT & Co., Chicago (All-Sweet Margarine), has renewed *Margie Mills* on the Yankee Network for 13 weeks effective July 15. J. Walter Thompson Co., Chicago, is agency.

KRAFT-PHENIX Cheese Corp., Chicago, on July 28 renews for 52 weeks *Kraft Music Hall* on 66 NBC-Red stations, Thurs., 10-11 p. m. Agency: J. Walter Thompson Co., Chicago.

Network Changes

GENERAL FOODS Corp., New York (Huskies), on July 4 moves *Boake Carter* on 81 CBS stations to 7:45-8 p. m. on Mon., Wed., Thurs., Fri. He will be heard on the Coast only on Tuesdays. Present schedule is Mon. thru Fri., 6:30-6:45 in the East; 7:15-7:30 in the Midwest, and 8:45-9 on the Coast.

GENERAL FOODS Corp., New York (Bran Flakes), on Aug. 15 moves *Believe It or Not* on 71 NBC-Red stations from Tues., 10-10:30 p. m., to Mon., 8-8:30 p. m. (repeat 10:30 p. m.).

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm), on Sept. 2 moves *First Nighter* from 44 NBC-Red stations to CBS, Fri., 8-8:30 p. m.

LAMBERT PHARMACAL Co., New York (Listerine products, Prophylactic brushes), on July 5 moves *Grand Central Station* on 25 CBS stations from Sun., 10-10:30 to Tues., 9-9:30; on Sept. 30 it will move to Fri., 10-10:30 p. m.

STEWART-WARNER Corp., Chicago (Alemite lubrication), on July 17 moves *Horace Heidt* from 50 NBC-Blue stations, Sun., 9-9:30 p. m., to 31 NBC-Red stations including WLW, Red Mountain and Blue Pacific groups, Sun. 10-10:30 p. m. Agency: Hays MacFarland & Co., Chicago.

Grauer for Winchell

ANDREW JERGENS Co., Cincinnati (Jergens lotion), sponsoring *Walter Winchell* on 51 NBC-Blue stations, on July 3 replaces the program for four weeks with *Winchell's Column Quiz* conducted by Ben Grauer. Prizes will be given to those who are best versed in what the columnist writes while he is off the air. Agency is Lennen & Mitchell, New York.

JOHN S. CARLISLE, production chief of CBS, is writing a book on "The Production and Direction of Radio Programs" due for the publication in October.

For a Perfect Vacation

Enjoy Chicago's outstanding program of summer sports and entertainment while living in the midst of beautiful surroundings at Chicago's Finest Hotel.

A. S. Kirkeby, *Managing Director*

THE Blackstone

MICHIGAN AVENUE, CHICAGO

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

Banner Business Just Ahead in WWNC Area!

July and August are peak business months in cool mountain Carolina—where WWNC offers the only blanket radio coverage. Doubled population — double business — double opportunity for YOU! Let's have your schedules!

3,000th broadcast June 27 of NBC's *Farm & Home Hour* featured Lenox R. Lohr, NBC president (left) and Frank E. Mullen, RCA public relations director who originated the program about 10 years ago while NBC farm director in Chicago. Other speakers included Henry A. Wallace, Secretary of Agriculture, and Dr. Francis D. Farrell, president of Kansas State College.

WBRE Granted Boost; KVEC Goes Unlimited

WBRE, WILKES BARRE, Pa., secured day operation with 250 watts, and KVEC, San Luis Obispo, Cal., was authorized to go full-time with night power of 100 watts in decisions rendered by the FCC June 22. Both stations thus have full-time 100-250 watt licenses, effective July 2. Denied were applications of KROY, Sacramento, Cal., seeking full-time with 250 watts night and 1,000 day on 1340 kc.; KGAR, Tucson, Ariz., seeking night power of 250 watts on 1340 kc.; WFAS, White Plains, N. Y., seeking authority to operate simultaneously daytime on 1210 kc., instead of sharing with WBRD, Red Bank, N. J., and KVOL, Lafayette, La., seeking 250 watts daytime.

On June 27 the FCC announced denial of the application of the Colonial Network for a new station in Providence on 720 kc., with 1,000 watts. It also denied the application of the Mormon Church, co-owner of KSL, for an international broadcast station at Salt Lake City; denial of the application of W. A. Barnette, for a daytime station on 610 kc. with 250 watts at Greenwood, S. C., and dismissal with prejudice of the application of Greater Greenwood Broadcasting Station for a local.

P & G Pipes to Canada

PROCTER & GAMBLE CO., Cincinnati, on July 4 starts piping its four daily NBC-Red programs, comprising a full hour, to a coast-to-coast Canadian Broadcasting Corp. network of 27 stations. Some of the commercials will be changed for Canadian listeners; those for Ivory soap, Camay, and White Naphtha will be rotated on *Story of Mary Marlin* and *Pepper Young's Family;* those on *Guiding Light* will be for Chipso, instead of White Naphtha, as they are on NBC. In the latter case, the show is Compton's while the product is handled by Pedlar & Ryan. The other program is *Ma Perkins*, for Oxydol. Lee Graves of Compton and Gregory Williamson of Pedlar & Ryan, spent several days in Toronto arranging for the pickup of the programs from New York and Chicago. Oxydol is handled by Blackett-Sample-Hummert, Ivory and White Naptha by Compton, and Camay by Pedlar & Ryan.

RADIO AND SCHOOLS

WOR, Newark, recently completed an agreement with the Extension Service of Rutgers University to resume three weekly broadcasts from Rutgers on a guaranteed time basis. The programs involved are the *Radio Garden Club*, heard Mondays and Fridays, and the *Homemakers Forum*, Wednesdays. Prof. H. J. Baker, Extension Service director, estimated the time guaranteed Rutgers totals nearly $38,000 on a yearly basis.

TECHNICAL side of broadcasting is being reduced to simple language in a series of weekly quarter-hour programs, *What Is Radio?* on KNX, Hollywood. Arranged by Fox Case, CBS Pacific Coast special events director, broadcasts are recorded and distributed to schools for classroom study.

FEATURING news of municipal playgrounds, delivered by juvenile reporters, and a safety bulletin prepared and presented in cooperation with the Rochester Police Department and the Chamber of Commerce Safety Council, the Saturday half-hour of WHAM, Rochester, N. Y., *McFarlin's Boys & Girls Club of the Air*, promotes sportsmanship and recreational and safety education. Commercials are worked into the middle of the program. Membership in the Club is free, and applicants receive a membership card and button.

CATCHING an unaffected cross-section of actual classroom procedure, WBT, Charlotte, sends an announcer to Charlotte schools to attend classes for extemporaneous classroom broadcasts. Unpremeditated programs, for which neither teachers nor pupils will be warned, are considered by WBT and school officials to present pure studies of school life and promote enthusiasm for lesson-preparation on the part of students.

REVITALIZING date-and-name history with personalities, WOW, Omaha, brought to an Omaha grade school its portable turntable and public address system and gave the pupils a transcribed interview with the only two living Civil War veterans in Nebraska. The interview was handled by Foster May, WOW's news editor, and had previously been used on his man-on-the-street program.

COOPERATING with North Texas State Teachers College, Denton, Texas, WFAA, Dallas, sends staff members to lecture weekly at the college's summer radio course. Ralph Nimmons, WFAA program director, has discussed "Program Building", and Cecil Hale, continuity editor, "Script Writing", with Martin B. Campbell, manager, and Alex Keese, regional sales manager, also scheduled for appearances.

INCREASED services to the public along educational lines are reported by WILL at the University of Illinois, Urbana-Champaign, with 747 individuals and 121 groups appearing before its microphones during the 2,938 hours the school station was on the air during the last year, broadcasting an average of 56½ hours a week, from 7:30 a. m. to local sunset daily except Sunday. In addition, the educational broadcasting system, through WILL, brought 65 programs from Purdue University. Other Illinois colleges have also presented regular weekly features.

DR. JAMES ROWLAND ANGELL, education counselor of NBC, has announced a *Great Plays* series, tracing development of the drama from the Greek era to the present. Twenty-eight plays are to run from October to May at a time best suited to school hours.

NBC's competition for junior and senior high school broadcasters was won by students of South High School, Columbus, O., with their play, "The Price We Pay". Second prize went to Burlington, Ia., High School, and third to Eugene High School, Portland, Ore. Awards were gold, silver and bronze-shielded NBC microphones.

Plush Hush

EDITOR, BROADCASTING:

The principal fad among radio stations seems to be the "banning" of this and that. Hence, it is a first policy with KGHL that we will accept no advertising on Rolls Royce automobiles or champagne of an earlier vintage than 1926. We believe it unwise to induce any of our advertisers to buy these luxurious commodities when the popular price ranges offer excellent values.

ED YOCUM,
KGHL, Billings, Mont.

COOPERATING with the U. S. Forest Service, KDYL, Salt Lake City, has scheduled a new series of Saturday noon programs featuring interviews and talks by Wasatch Forest Rangers. The Recreational Division of Wasatch Forest has planned Sunday events, along with a vigorous schedule of fire-prevention propaganda, which tie up with the program.

TWO serial script shows, *Midstream* and *Mad Hatterfields*, which have been broadcast on WLW, Cincinnati, were extended to the MBS network on June 27 for a nationwide test.

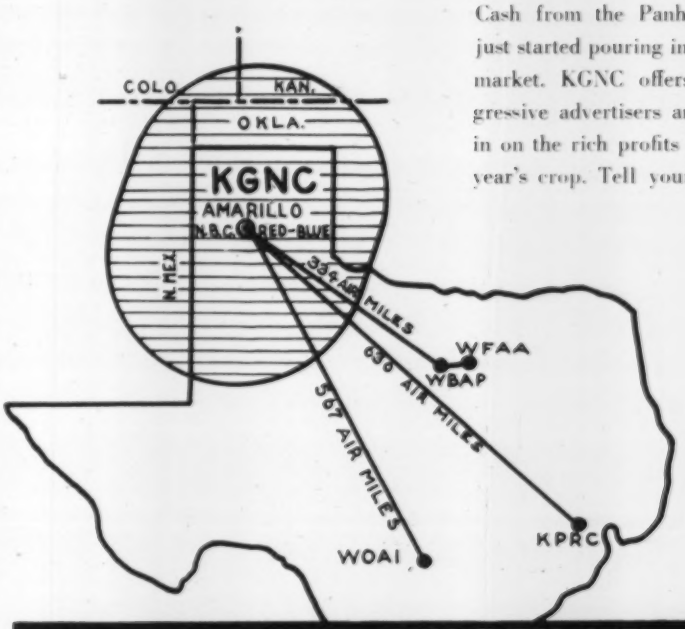
TO CHECK on the results of the daily school broadcasts over CKY, Winnipeg, the Manitoba department of education is circularizing teachers with a questionnaire, asking them for their opinions on technique, time and style of programs, and inviting them to offer criticisms and suggestions.

EDUCATIONAL activities of Syracuse blind are carried on the monthly *Lighthouse Progeam* series of WSYR, Syracuse. The feature, written and produced by The Lighthouse, a local institution for the blind, includes talks and interviews with Lighthouse members.

STATIONS controlled by U. S. Senator Capper—WIBW, Topeka, and KCKN, Kansas City, Kan.—were brought under a single corporate control with the June 23 decision of the FCC authorizing their transfer to Capper Publications Inc. Both stations also had their licenses renewed, though Commissioner Payne was recorded as voting against a renewal for WIBW.

REAP YOUR SHARE

Of This Thirty Million Bushel Wheat Harvest!



Cash from the Panhandle's golden wheat harvest has just started pouring into the already prosperous Amarillo market. KGNC offers an unusual opportunity to aggressive advertisers and merchandisers who want to get in on the rich profits which are to be realized from this year's crop. Tell your story to 75,740 loyal, well-to-do radio homes in this cash market who turn to KGNC as their only affiliated network station. Act now, harvest has just begun.

National Representative
Howard H. Wilson Co.
New York Chicago
Kansas City

KGNC AMARILLO TEXAS

DETAILED BROCHURE ON REQUEST

COVERAGE AND SERVICE

Resulted in WCBS receiving more advertising first six months of 1938 than entire year of 1937.

WCBS
ILLINOIS 2nd. MARKET
NATIONAL REPS. Sears and Ayer
SPRINGFIELD ILLINOIS
THE ILLINOIS STATE JOURNAL STATION

Advertising Is Cheapest Way Of Selling, PACA Is Informed

Cooperation Among Various Media Is Advocated Instead of Cut-Throat Competitive Methods

"ADVERTISING is the least expensive way of selling goods." With this declaration Mary E. Pentland, executive of Izzard Co., Portland, Ore., opened the first of the business sessions of the 35th annual convention of the Pacific Advertising Club Assn. in the Ambassador Hotel, Los Angeles, on June 27. She told of the competition which exists today in the "Battle of Products" for a place in the housewife's market basket.

Speaking before the general assembly of the University of Advertising, James W. Young, professor of business history and advertising at Chicago University and vice-president of J. Walter Thompson Co., that city, said that advertising might be developed into an exact science if the proper scientific methods were employed. His talk was titled "Toward a Science of Advertising".

Radio's Own Technique

Radio, with a technique all its own, has a set of problems differing from all other advertising media, George Burton Hotchkiss, professor of marketing, New York University, said at the radio departmental June 28. He declared that this was not only because the advertiser furnishes the entertainment as well as the instruction, but because both of these have to be prepared for the ear and not for the eyes.

Prof. Hotchkiss, whose subject was "The Economic Effects of the Radio", said he was convinced that radio has already had tremendous influence upon the production and distribution of wealth and will have even more in the future.

"Basically it is a medium of communicating ideas," he said. "It affords a more rapid and wider range medium for transmitting messages than was ever known before. News of men and merchandise can now reach the most remote rural districts of the country almost instantly."

Prof. Hotchkiss touched upon the rivalry among media and urged a friendly partnership and mutual interdependence that should be their ultimate relationship. He declared that it would be a fine thing for all media if they would recognize their common grounds of likeness and join in the effort to show the public the absolutely necessary utility they perform; namely that of transmitting information. He compared the phenomenal growth of radio to the development of the newspaper industry and warned that "the speed, flexibility and cheapness of radio communication have their dangers".

"Not uncommonly it has happened that productive facilities for a new article or new model have been expanded far beyond the requirements of the replacement market and have involved heavy losses," the professor said. "The fact that radio programs must be adapted to the tastes of listeners has also led to conditions that alarm critics".

Prof. Hotchkiss was very confident that the average calibre of entertainment will gradually be improved and progress would not be hastened by official censorship.

Dr. Frank N. Stanton, CBS Director of Market Research, New York, addressing the radio departmental session, had for his subject, "Where the Fun Begins in Research". Based on four basic jobs now in progress, his talk included a discussion of various types of surveys, the Princeton Radio Research Project and a nationwide study of attitudes toward advertising and some current research on psychological factors operating in radio listening.

The radio departmental, in keeping with the convention theme initiated, was labeled "School of Broadcasting", and was presided over by Don E. Gilman, NBC western division vice-president. This year's PACA convention, with more than 1,000 persons attending, comprised the largest gathering of West Coast radio and advertising executives in history.

A CONDITIONAL contract has been entered into by KTKC, Visalia, Cal., to join the Don Lee-Mutual Network, if and when the station secures 1,000 watts on 890 kc. for which it has applied to the FCC, according to Charles A. Whitmore, head of the group of newspapers operating the station.

12 FIRESIDE CHATS
Broadcast by the President
Since March, 1933

ALTHOUGH President Roosevelt has been heard on the radio hundreds of times since assuming office, his "fireside chat" of June 24 over the combined networks was actually only his twelfth. As usual, the President, through his press-radio secretary, Stephen T. Early, cooperated with the broadcasters in selecting a time that would disrupt regular commercial schedules least, being heard at 10:30 p. m. (EDST).

It was eight days after he assumed office, or on March 12, 1933, that President Roosevelt inaugurated the "fireside chat" with his talk on the banking situation. Thereafter his schedule of talks delivered exclusively to the radio audience included:

May 7, 1933—A report of the progress made by his administration since taking office on March 4.

July 24, 1933—The Farm Recovery Act.

Oct. 22, 1933—A discussion of general conditions throughout the nation.

June 28, 1934—Topic: "The New Deal—Has It Aided You?"

Sept. 30, 1934—Another discussion of general conditions.

April 28, 1935—Discussion of administration's Work Relief Bill.

Sept. 6, 1936—A survey of the drought situation.

March 9, 1937—Announcement of his proposal for changes in the judiciary.

Oct. 12, 1937—Discussion of general conditions throughout the nation based on his trip through the West.

April 14, 1938—Discussion of "relief and other subjects."

Demonstrations of Radio's Technique Feature Annual Teachers' Convention

PROOF of the growing importance of radio as a means of dispensing education as well as entertainment and advertising was given by the amount of time devoted to this subject during the 76th annual convention of the National Education Association, held in New York, June 26-30. Two of the general morning sessions were devoted entirely to demonstrations of radio as an educational tool and a number of papers on the use of broadcasting in teaching certain subjects were read at the various departmental sessions.

The June 28 meeting, devoted to "Radio—A Civilizing Force", was presented by NBC and included greetings from European educators broadcast from London and Paris, music by the *NBC Music Appreciation Hour* orchestra directed by Walter Damrosch, examples of broadcasts that have been used to instruct listeners in science, health, drama and history, both past and current; Irving Caesar's *Safety Songs*, and brief addresses by Dr. James Rowland Angell, educational counselor of NBC; Dr. Joseph Jastrow, noted psychologist, and Forrest Ray Moulton, general secretary of the American Association for the Advancement of Science.

Citing such events as the eclipse of the sun, in nature, and Hitler's march into Austria, in history, as examples of radio's ability to give the American listener an "instant and accurate account" of contemporary life, Dr. Angell said that "radio is absolutely contemporaneous. Time and space are both conquered by it. Quite literally is it true that radio brings the world to the listener. Not less true is it that radio brings the listener to his world. By which we mean that the best radio programs offer the listener new and illuminating insights into areas of social, intellectual and emotional experience which no other agency has been able so effectively to do. They open new doors of appreciation and understanding into the world which he already imperfectly knows."

On Wednesday morning the educators saw a demonstration of the CBS *American School of the Air*, both as it goes on the air in the studio and as it comes out of the air into the classroom. By means of a divided stage the teachers watched the presentation of an *Exits and Entrances* program, devoted to current history, just as it would be put on in a CBS studio, and on the other side of the stage saw its reception by a class from the Bronxville High School. Following the broadcast, the class discussed what they had heard, under the guidance of Dr. I. D. Taubanac, director of social studies and public speaking in the Bronxville public schools. In addition, eight experts in the field of radio education conducted a round-table discussion on the "school" and other means of utilizing radio in classrooms.

"Radio Trends in Teaching Science" were discussed at a departmental on science instruction by Harold W. Kent, director of radio education, Chicago Board of Education. After briefly outlining the various methods of teaching science by radio used by the BBC, CBS, Iowa State University, University of Wisconsin, and the school boards of Rochester, Cleveland and Chicago, Mr. Kent concluded that whatever radio methods are adopted "the child's intellectual life is immeasurably enriched and the parent is enabled to listen with the child, thus cementing the ties of the prime educational relationship —that of mother to child."

Eloise Daubenspeck, broadcasting director of the CBS *American School of the Air*, spoke to the National Council of Geography Teachers on the program's geography broadcasts and to the National Council of Teachers of English on "Radio and the English Teacher". This latter group was also addressed by Mitchell Benson, assistant program director of WOR-MBS, who cited the radio adaptation of Victor Hugo's "Les Miserables" as an example of a new development, the "narrative technique", through which the author's own words were retained not only in the dialogue but as well for scene transition, so that the story was presented on the air as nearly as the author meant to tell it.

At a meeting of the School Public Relations Association, Kenneth Webb, president of the Radio Writers' Guild, discussed "Writing a Script" and James Church, NBC production man, spoke on "Producing a Script". At the same session Harry Jager of the U. S. Office of Education spoke on "Shortwaves for Schools". Both NBC and CBS had displays in the exhibit space adjoining the registration desk at the Pennsylvania Hotel, where they distributed pamphlets describing their educational activities.

Radio Legion of Decency Organized in Hollywood

ANOTHER so-called "legion of decency" campaign is reported being launched by the revived "Broadcast Listeners' Assn. of America", headquartering in the Hollywood (Cal.) Plaza Hotel, with Jack Parker, well know in Pacific Coast radio, as managing director. Slated for reform pressure by BLAA, according to a spokesman, are obnoxious and superfluous radio advertising. BLAA is said to have formed an alliance with the radio divisions of National Civic Assn. and National Assn. for Suppression of Obscene Literature. It was founded in 1923, but has been dormant for several years. It is incorporated in Illinois and California as a non-profit organization. The plan is to set up a clearing house in Hollywood for criticisms forwarded by program study units.

Judge Alfred E. Paonessa, Los Angeles, past president, is chairman of the national advisory board. Edward Wheeler, formerly editor of the defunct *California Broadcaster*, Los Angeles weekly radio publication, is vice-president in charge of publicity. Directorate includes Mrs. James E. Underwood Jr., James Pemberton Jr., Oliver M. Hickey, attorney, who also serves as legal counsel, and Dr. A. J. Balkin, all of Los Angeles; Mrs. H. Albert Rice, Chicago, and Charles E. E. Sanborn, St. Louis.

Review Petitions Filed With Court

FCC Must Decide Motions for The Rehearing of Cases

MORE litigation involving FCC decisions has developed with the filing of three additional appeals in the U. S. Court of Appeals for the District of Columbia, and of a petition for review with the U. S. Supreme Court from an FCC decision.

The court on June 15 rendered two opinions covering virtually identical issues, holding in substance that the FCC first must decide motions for reconsideration or rehearing of cases before it can assume jurisdiction on appeals. On that basis it dismissed the appeal filed by WOW, Omaha, from the FCC decision granting WKZO, Kalamazoo, full time on the 590 kc. channel in lieu of its present limited time assignment. It also dismissed an appeal of WOAI, San Antonio, from an FCC decision authorizing a new station in Greenville, Tex., and instructed the FCC to proceed accordingly.

On June 22, the court dismissed on motion of the FCC an appeal of KFUO, St. Louis, operated by the Lutheran Synod, from the FCC decision denying it half time on the frequency it shares with KSD, St. Louis. In denying the motion, the court said it could do so under one of two considerations — that the KFUO-KSD case had been consolidated by the FCC and that KSD had a motion pending for rehearing on its full-time application, and that the KFUO notice of appeal had been filed after the 20-day appeal period had expired.

Saginaw Appeal Asked

Harold F. Gross and Edmond C. Shields, applicants for a new station in Saginaw, Mich., appealed to the U. S. Supreme Court for a review of the decision of the Court of Appeals on March 16, involving the competitive application of Saginaw Broadcasting Co. for a new station in the city. The question presented, it was contended, is whether the lower court is without jurisdiction to hear and determine an appeal from the FCC where the appeal was not taken within 20 days after the effective date of the Commission's decision. The Commission had granted the applications of Gross and Shields for a new station on 950 kc. with 500 watts daytime and had denied the application of the Saginaw company, after which the latter had petitioned the Commission for rehearing. The Commission subsequently denied the rehearing petition and, it was contended, three months after the effective date of the decision, Saginaw appealed to the lower court.

New appeals filed with the lower court include those of Gallatin Radio Forum for a new station in Bozeman, Mont., from the FCC decision granting the competitive application of Roberts-McNab; an appeal of Dr. William States Jacobs Broadcasting Co. from the FCC decision denying it a new regional station in Houston, and an appeal of Arthur Faske, licensee of WCNW, Brooklyn, from the FCC decision granting WRRL, New York, the facilities of WMBQ, Brooklyn, ordered deleted several weeks ago. The Faske appeal contended the FCC should have considered his application for increased facilities at the same time.

Studio Notes

A PARTY for more than 500 Terre Haute businessmen, given recently by W. W. Behrman, director of WBOW, Terre Haute, opened a week's house-warming festivities for WBOW's new studios and offices at 303 S. 6th St., Terre Haute, Ind. After the party, about 3,500 visitors were entertained at open house through June 11 and 12. Later in the week more than 100 photo-bugs snapped studio artists in action during "candid camera night", competing for prizes.

WITH KARM, Fresno, Cal., now a member of the basic CBS Pacific network, Donald Thornburgh, Pacific Coast vice-president of CBS, announced in a letter to agencies and advertisers June 17 that it would be made available at an evening rate of $75 per hour, $45 per half-hour and $30 per quarter-hour.

A PROGRAM from Europe broadcast by only one station featured the fifth anniversary program marking the regime of Eugene Meyer as publisher of the *Washington Post*. WRC, Washington, carried the special program, with Lawrence Hills, European manager of the *New York Herald-Tribune*, speaking from Paris, and Joseph Driscoll, London correspondent of the same paper, speaking from London.

WIOD, Miami, has secured the Federal Savings & Loan Assn. of Miami as sponsor of the orchestra it has engaged under its AFM contract. Led by Walter Goodman, it has been named the WIOD Light Symphony Orchestra.

WXYZ, Detroit, has moved its executive offices to the 16th floor of the Stroh Bldg.

THE CBS staff in San Francisco recently moved into the new CBS headquarters on the roof of the Palace Hotel, which will house the entire KSFO and CBS staffs by Aug. 1. The studios and remaining offices in the $350,000 plant are rapidly nearing completion, according to Philip Lasky, general manager of KSFO.

HENRY G. WELLS Jr., manager of WCOA, Pensacola, Fla., recently presented a cup for WCOA to the Pensacola Little Theater Group for its production, *The Brat*.

EFFECTIVE with the June 25 issue, *Stand By*, published by WLS, Chicago, was consolidated with *Prairie Farmer*, which operates the station. The farm paper's radio section has been enlarged.

WNYC, New York, has received permission from CBS to broadcast the Wednesday night concerts from Lewisohn Stadium to which CBS has exclusive air rights.

New Summer Features Released by Standard

SEVERAL new talent features are being released by *Standard Program Library* for summer transcription fare. Dick Jurgens' popular ball-room orchestra, now featured at the Casino in Avalon, Santa Catalina Island, will be released in dance numbers starting mid-July. The King's Men male quartet, well-known for its work with Paul Whiteman, has been expanded to the 12-voice *Modern Male Chorus* by Ken Darby. The latter not only sings bass with the King's Men, but is their leader and principal arranger.

The concert novelty releases in June by Harry Bluestone, violinist, and George Smith, Paramount guitarist, are soon to be followed by violin-piano novelties featuring Bluestone and Arthur Schutt, of MGM. Bluestone, a new-comer to Hollywood, was No. 1 side-man on network shows originating in New York. Cowboy and hillbilly music will be produced by Jim Lewis and the Lone Star Cowboys. In addition to the vocal and yodeling work by Curly Engel, the Lone Star Cowboys feature Lewis' "hoot-nanny", built like a bicycle and holding a washboard, autohorns, cymbals, bells and other gadgets.

PROMPTED by a news flash heard via KFIZ, Fond du Lac, Wis., C. Coolidge, state peddler license inspector, hurried to Fond du Lac from a neighboring town and arrested W. O. Harper, Chicago, who was allegedly selling an electrical curative device there without benefit of either a State transient merchant's or peddler's license. Mr. Harper was fined $25 and costs. KFIZ, in its news broadcast, had included a story from the *Fon du Lac Commonwealth Reporter* that a peddler had been warned by City Clerk John E. Murray to get a license or face prosecution.

KFRC, San Francisco, originated a description of the dedication ceremonies on Treasure Island, site of the 1939 Golden Gate International Exposition, of the Hall of Science, on June 17 for Mutual.

PROBLEMS of the country will be weighed in a new CBS series, *The People's Platform*, to start July 20. Lyman Bryson, educator, will preside over the group of four typical citizens. The purpose is to effect a composite of America's popular opinion on general subjects.

NEWS staff at WSYR, Syracuse, N. Y., gets leads on local news stories through an ordinary radio constantly tuned to the police broadcast station. Station engineers have rigged up a special shortwave aerial to aid clear reception.

CBS, in association with the Radio Division of the WPA Federal Theater Project, recently began a *Men Against Death* series based on the medical writings of Paul de Kruif. George Zachary, of the CBS program department, directs; Leon Fontaine, of the Federal Theater writes the scripts; Bernard Hermann, CBS conductor-composer, directs the music. The series is carried Thursdays, 8-8:30 p. m.

MORE than 1,500 delegates to the 43d annual convention of the American Federation of Musicians, held in Tampa June 13-19, were guests of WFLA, Tampa, June 14. H. H. Baskin, president of WFLA, was one of three hosts at an all-day picnic for the visiting musicians in Clearwater's Palm Pavilion.

LEE NASH, news director of KGVO, Missoula, interviewed for broadcast two survivors of the Milwaukee Olympia disaster at Saugus, Mont. Miss Mable Anne Parks, of River Rouge, Mich., and John Stahlberg, state editor of the Federal Writers Project, told of their experiences as passengers on the wrecked train.

W·H·N
DISCOVERS THE STARS
YOU
DISCOVER THE CUSTOMERS

A Participating Program
To Sell Your Product
POLLY THE SHOPPER
(Polly Shedlove)
Daily 9 to 9:30 A. M.

A varied personality broadcast of shopping hints, beauty secrets, fashions in a friendly fashion, interviews — all designed to appeal to women who buy. An inexpensive method of effectively reaching *your* market . . .

WRITE, WIRE or PHONE
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The Station of the Stars
1540 BROADWAY
N. Y. C.
Affiliated with Metro-Goldwyn-Mayer Studios and Loew's Theatres

RESULTS ASSURED
with
WTOC
SAVANNAH, GA.
CBS Network • 1260 K.C.
Extensive Promotion Department
UNITED PRESS NEWS

WHO (ALONE!) for IOWA PLUS!
DES MOINES . . . . 50,000 WATTS. CLEAR CHANNEL

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

JUNE 15 TO JUNE 29, INCLUSIVE

Decisions . . .

JUNE 15

ORAL ARGUMENTS SET—NEW, Pacific Radio Corp., Grants Pass, Ore., 6-30-38; WCLS, Joliet, Ill., 9-15-38; WMPS and Memphis Press-Scimitar Co., 9-15-38; NEW, Arlington Radio Service, Arlington, Va., 9-15-38; NEW, W. C. Irvin, Amarillo, Tex., 9-22-38; NEW, Amarillo Bestg. Corp., Amarillo, 9-22-38.

MISCELLANEOUS—NEW, George B. Storer, Pontiac, Mich., granted pet. accept amendment to 250 w unl.; WEST, Easton, Pa., and WKBO, Harrisburg, granted pet. continuance hearing to 7-14-38; WJBL, Decatur, Ill., granted auth. take depositions.

JUNE 16

MISCELLANEOUS—KGKO, Fort Worth, granted license for CP move to Fort Worth, etc.; KRBA, Lufkin, Tex., granted license for CP new station 1310 kc 100 w D; KSOO, Sioux Falls, S. D., granted license for CP increase power etc.; KWOC, Poplar Bluff, Mo., granted license for CP 1310 kc 100 w D; KID, Idaho Falls, granted auth. withdraw without prejudice applic. mod. license; WLVA, Lynchburg, Va., same; NEW, Asheville Daily News, Asheville, N. C., granted continuance hearing.

JUNE 18

NEW, Midnight Sun Bestg. Co., Fairbanks, Alaska—Granted CP 610 kc 1 kw unl.

WCAX Burlington, Vt.—Granted mod. license spec. to unl. 1200 kc 100-250 w.

MISCELLANEOUS—WLAC, Nashville, granted vol. assignment license to J. T. Ward d/b WLAC Bestg. Service; KWNO, Winona, Minn., granted vol. assignment license to Winona Radio Service; KOAM, Pittsburg, Kan., granted vol. assignment license to Pittsburg Bestg. Co.; WGTM, Wilson, N. C., granted vol. assignment license to WGTM Inc.; WICA, Ashtabula, O., granted vol. assign. license to WICA Inc.; WLW, Cincinnati, granted exp. auth. modulate carrier with facsimile; WGRC, New Albany, Ind., reconsidered and set aside action 5-18-38, and designated for hearing de novo; WJBW New Orleans, denied as in default applic. increase to 250 w, use full time, pending final disposition of related applications; NEW, Civic Bestg. Corp., Syracuse, granted redesignation of applic. for hearing, denied without prejudice applic. consolidated hearing with Sentinel Bestg. Corp., but both applic. to be heard same day; KMLB, Monroe, La., dismissed petition continuance hearings on Sentinel Bestg. Corp. and Tri-State Bestg. System denied without prejudice consol. applics. with applic. Pittsburgh Radio Supply House.; WCAO, Baltimore, granted extension temp. auth. 1 kw N; WREC, Memphis, granted extension temp. auth. 5 kw N.

SET FOR HEARING—WOV, New York, CP move trans. locally, change freq. etc.; WPG, Atlantic City, CP move trans. locally, change antenna freq., increase hours etc.; NEW, Orville W. Lyerla, Herrin, Ill., CP 1310 kc 100-250 w unl.; NEW, Tacoma Bestg., Tacoma, CP 1420 kc 100-250 w unl.; NEW, Laredo Bestg. Co., Laredo Tex., CP 630 kc 500 w unl.; NEW, W. A. Steffes, Minneapolis, CP 1310 kc 250 w D; NEW, Radio Enterprises, Victor, Tex., CP 1310 kc 100-250 w unl.; KPAC, Port Arthur, Tex., CP change 1260 to 1220 kc increase power etc.; KFRO, Longview, Tex., CP change 1370 to 1340 kc, increase power etc.; WTAR, Norfolk, CP increase 1 to 5 kw etc.; WJJD, Chicago CP in docket amended to unl.; KPLT, Paris, Tex., auth. transfer control to A. G. Mayse, M. B. Hanks, Houston Harte; KEHE, Los Angeles, vol. assign. license to Earl C. Anthony Inc.; KGGF, Coffeyville, Kan. vol. assign. license to Hugh J. Powell.

JUNE 21

MISCELLANEOUS—KOBH, Rapid City, S. D., granted continuance hearing; KGDE, Fergus Falls, Minn., granted continuance hearing renewal; NEW, Frontier Bestg. Co., Cheyenne, Wyo., canceled order take depositions; WNAX, Yankton, S. D., denied copy Commission's audit report; NEW, Asheville, Daily News, Asheville, N. C., granted auth. take depositions.

JUNE 22

MISCELLANEOUS — WMFG, Hibbing, Minn., granted license for CP change equip.; WSAY, Rochester, granted license increase power, time etc.; KONO, San Antonio, granted mod. CP change equip.; KVNU, Logan, Utah, granted mod. CP change equip., trans. site etc.; WHEF, Kosciusko, Miss., granted auth. withdraw without prej. applic. transfer control.

SET FOR HEARING — KGCI, Coeur d'Alene, Id., mod. CP change trans., etc.

ORAL ARGUMENTS — KVOD, KFEI, KFBI, set for 7-7-38; Tri-City Bestg. Co., Schenectady, 7-7-38; Kentucky Bestg. Corp., Louisville, 7-7-38; WMPS, Memphis, 9-15-38; Arlington Radio Service, Arlington, Va., 9-15-38.

JUNE 23

APPLICATIONS GRANTED:

WBRC, Birmingham — Transfer control Birmingham Bestg. Co., licensee from Eloise H. Hanna to herself through stock registered in her name as executrix of Marcellus D. Smith Jr.

WPEN, Philadelphia — Invol. transfer control to Mariannina C. Iraci.

KDLR, Devils Lake, N. D.—CP increase 100 to 250 w unl.

WIBW, Topeka; KCKN, Kansas City—Transfer control from Arthur Capper to Capper Publications.

KGGC, San Francisco—Renewal applic. set for hearing.

WAAB, Boston; WMBC, Detroit, KOCY, Oklahoma City—Renewals set for hearing.

SET FOR HEARING — WEAU, Eau Claire, Wis., applic. mod. license to unl. 1 kw; WBBZ, Ponca City, Okla., invol. assign. license; WEBQ, Harrisburg, Ill., mod. license 1210 to 1310 kc unl.; KVOX, Moorhead, Minn.; WAAB, Boston, renewal auxiliary license.

MISCELLANEOUS — WMFJ, Daytona Beach, Fla., denied rehearing on applic. mod. CP; WOAI, San Antonio, denied rehearing on applic. mod. license of KADA; NEW, Curtis Radiocasting Corp., Richmond, Ind., and C. Bruce McConnell, Indianapolis, denied rehearing, mod. Commission order and auth. withdraw applic. CP, and dismissed petition of C. Bruce McConnell in opposition to petition mod. order 5-11-38; denied as in default applic. J. T. Griffin for CP new station at Fort Smith, Ark.

JUNE 24

KRGV, Weslaco, Texas—Granted transfer license from M. S. Niles to O. L. Taylor, Gene A. Howe, T. E. Snowden.

KGAR, Tucson, Ariz.—Denied CP change 1370 kc 100-250 w to 1340 kc 250 w unl.

KVEC, San Louis Obispo, Cal.—Granted mod. license to unl. 100-250 w.

NEW, Louis P. Thornton, Baker, Ore.—granted CP 1500 kc 100-250 w unl.

WFAS, White Plains, N. Y.—Denied exp. auth. Simul.-WBRB D.

KVOL, Lafayette, Ind.—Granted increase D to 250 w.

WBRE, Wilkes-Barre, Pa.—Granted increase D to 250 w.

MISCELLANEOUS—Oral argument Ex. Rep. I-637 advanced to 7-14-38; in Ex. Rep. I-640 advanced to 7-14-38; NEW, George B. Storer, Pontiac, Mich., granted auth. take depositions; WQIM, St. Albans, Vt., granted motion continue hearing.

JUNE 25

KROY, Sacramento, Cal.—Denied CP change 1210 kc 100 w D to 1340 kc 250 w 1 kw D unl.

Honolulu Bestg. Co., Honolulu—Granted auth. transfer control to Pacific Theatres & Supply Co., Honolulu; granted renewal KGMB, KHBC, K6XCJ.

KARK, KILU, Little Rock, Ark.—John R. Frazer applic. transfer control Ark. Radio & Equip. Co. to Radio Inc. dismissed; Radio Inc. applic. transfer control Ark. Radio & Equip. Co. to T. H. Barton granted; Ark. Radio & Equip. Co. applic. renewal license granted; renewal KILU relay license granted.

GROUND was broken June 21 by William A. Winterbottom, vice-president and general manager of RCA Communications Inc., for RCA's exhibit building in the New York World's Fair 1939. Others in the picture are (l to r) Grover Whalen, president of the Fair; C. W. Ryan, contractor; Stephen Simpson, of RCA Communications; Guy L. Maygarx, of Skidmore & Owings, architects; J. de Jara Almonte, of NBC; Joseph D'Agostino, of NBC, and an RCA operator and messenger boy.

FORMAL ground-breaking ceremonies for the RCA building at the 1939 New York World's Fair took place June 21, with William A. Winterbottom, vice-president and general manager of RCA Communications Inc., turning over the first shovelful of earth with a special chromium-plated shovel. Ceremonies included the transmission of invitations from Grover Whalen, Fair president, to the heads of European governments to attend the exposition, sent from the scene by a special hookup of RCA.

Following the ceremonies, RCA announced the details of its exhibit, which will include a March of Science display dramatizing the history of electrical science; a demonstration of international shortwave communication, including transmission and receiving sets for radiograms; a model ship's bridge to show how radio direction finders and radio compasses enable the pilot to plot his exact position; a radio-equipped yacht in the lagoon adjacent to the building; demonstrations of facsimile and television and of the training of radio engineers.

Building will be constructed by the Ryan Construction Co., New York, with the Outpost Nurseries, Ridgefield, Conn., as landscapers.

WFBM Fight Discs

LEN RILEY, sportscaster of WFBM, Indianapolis, viewed the Louis-Schmeling fight from the ringside in New York, made a transcription of his own impressions immediately after the fight, sent it by air express to WFBM and gave local listeners a first-hand version of Louis' one-round victory.

Examiners' Reports . . .

WBNX, New York; WMBG, Richmond—Examiner Seward recommended (I-661) that applic. WBNX increase D to 5 kw be granted; that applic. WMBG to increase to 1 kw 5 kw D be granted.

WAPI, Birmingham—Examiner Hill recommended (I-622) that applic. voluntary assignment license to Voice of Alabama Inc. be granted.

WHBF, Rock Island, Ill.—Examiner Arnold recommended (I-663) that applic. CP change 1210 kc 100-250 w unl. to 1240 kc 1 kw unl. be granted.

NEW, King-Trendle Bestg. Corp., Grand Rapids; WSBT, South Bend—Examiner Dalberg recommended (I-664) that applic. King-Trendle Bestg. Corp. CP 1010 kc 250 w unl. be denied; that applic. WSBT change 1360 kc 500 w Sh.-WGES to 1010 kc 1 kw unl. be granted.

NEW, Pawtucket Bestg. Co., Pawtucket, R. I.—Examiner Bramhall recommended (I-665) that applic. CP 1390 kc 1 kw unl. be denied.

NEW, Martin Andersen, Orlando, Fla.—Examiner Berry recommended (I-666) that applic. CP 1500 kc 100-250 w unl. be denied.

WHBL, Sheboygan, Wis.; WEMP, Milwaukee—Examiner Hill recommended (I-667) that applic. WHBL increase D to 1 kw be granted; that applic. WEMP mod. license D to unl. be granted.

NEW, Fla. West Coast Bestg. Co., Clearwater—Examiner Seward recommended (I-668) that applic. CP 1300 kc 250 w D be denied.

NEW, Colonial Bestg. Corp., Newport News, Va.—Examiner Hyde recommended (I-669) that applic. CP 1370 kc 100-250 w unl. be denied.

WLAP, Lexington, Ky.—Examiner Hill recommended (I-670) that applic. CP change 1420 kc 100-250 w unl. to 1270 kc 1 kw unl. be denied.

WTAW, College Station, Tex.; KTBC, Austin—Examiner Berry recommended (I-671) that applic. WTAW CP change D to include KTBC facilities be denied; that applic. KTBC mod. CP re antenna be granted.

WMBO, Auburn, N. Y.—Examiner Irwin recommended (I-672) that applic. renewal license be denied.

WBNY, Buffalo—Examiner Irwin recommended (I-673) that applic. renewal license be granted.

NEW, Greater Greenwood Bestg. Station; NEW, W. A. Barnette, Greenwood, S. C.—Examiner Seward recommended (I-674) that applic. Greater Greenwood Bestg. Station for CP 1420 kc 100-250 w unl. be dismissed with prejudice; that applic. W. A. Garnette for CP 610 kc 250 w D be denied.

WPRA, Mayaguez, P. R.—Examiner Berry recommended (I-675) that applic. change 1370 kc 100-250 w SH to 780 kc 1 kw 2½ kw LS unl. be granted.

NEW, Pinellas Bestg. Co., St. Petersburg, Fla.—Examiner Seward recommended (I-676) that applic. CP 1370 kc 100-250 w unl. be granted.

WTNY, Newburgh, N. Y.—Examiner Bramhall recommended (I-677) applic. change to 1220 kc 250 w D be granted.

NEW, John S. Allen and G. W. Covington Jr., Montgomery, Ala.—Granted CP 1210 kc 100 w D.

NEW, Southwest Bestg. Co., Prescott, Ariz.; W. P. Stuart, Prescott—Southwest Bestg. Co. granted CP 1500 kc 100-250 w unl.; W. P. Stuart denied CP 1500 kc 100 w unl.

NEW, Colonial Network, Providence, R. I.—Denied CP 720 kc 1 kw ltd.

MISCELLANEOUS—WDZ, Tuscola, Ill., denied motion cancel oral argument and grant applic.; WEST, Easton, Pa., granted motion continue depositions; KMED, Medford, Ore., denied continuance oral argument.

WAIR, Winston, S. C.—Examiner Arnold recommended (I-678) that applic. CP change D to unl. be denied.

Additional Decisions

JUNE 29

KSRO, Santa Rosa, Cal.—Granted mod. license D to unl., 100-250 w.

WGIL, Galesburg, Ill. — Granted license for CP 1500 kc 250 w D.

KABR, Aberdeen, S. D.—Granted license for CP change to 1380 kc, etc.

MISCELLANEOUS—KFJZ, Fort Worth, CP move trans., new radiator; KSAM, Huntsville, Tex., mod. CP trans., studio sites, antenna; KTBS, Shreveport, and WOWO, Fort Wayne, granted licenses for CP's.; NEW, Sumter Radio Bcstg. Co., Sumter, S. C., dismissed with prejudice applic. CP 1420 kc 250 w D; KTBR, Modesto, Cal., granted continuance hearing.

Applications . . .

JUNE 15

WOR, Newark—Extension facsimile.

NEW, Evening News Assn., Detroit—CP facsimile.

WJRD, Tuscaloosa, Ala.—Mod. license D to unl. 100-250 w.

KFJZ, Ft. Worth—CP new antenna, move trans., change 1370 to 930 kc, increase 100-250 w to 500 w.

WKAT, Miami Beach—CP increase D to 250 w.

NEW, Drohlich Bros., Sedalia, Mo.—CP 1500 kc 100-250 w unl.

WPTF, Raleigh, N. C.—Extension exp. auth. 5 kw spec.

WGIL, Galesburg, Ill.—License for CP new station.

WBBM, Chicago—Extension exp. auth. synchronize KFAB.

NEW, Central Bcstg. Corp., Worcester, Mass.—CP 1500 kc 100-250 w unl.

WKBN, Youngstown—Mod. license 570 to 640 kc. 500 w to 1 kw unl., asks WHKC facilities.

WSPA, Spartanburg, S. C.—Mod. license 920 to 880 kc, D to unl. 500 w-1 kw.

NEW, Fla. West Coast Bcstg. Co., Clearwater—CP 1300 kc 250 w unl., amended to D.

NEW, Miami Bcstg. Co., Miami—CP 1420 kc. 250 w unl.

WIRE, Indianapolis — Mod. CP new trans., etc., to 1 kw 5 kw D.

WTCN, Minneapolis—CP change equip.

KFAB, Lincoln, Neb.—Extension exp. auth. synchronize WBBM.

JUNE 20

WDEL, Wilmington, Del.—Mod. CP to 250 w N, 1 kw D.

WBAL, Baltimore—Extension exp. auth. simul.-KTHS 1060 kc. and synchro.-WJZ 760 kc.

WGAN, Portland, Me.—Invol. transfer control to Gannett Pub. Co.

NEW, Geo. B. Storer, Pontiac, Mich.—CP amended to 250 w.

WRAW, Reading Pa.—CP new trans., increase to 250 w.

KPAB, Laredo, Tex.—License for CP new station.

WWL, New Orleans—Mod. license spec. to unl.

KTHS, Hot Springs, Ark.—Extension exp. auth. 1060 kc simul-WBAL LS suspend until 8 p. m. and unl. 8 p. m. to midnight.

KXOK, St. Louis—Mod. CP re equip.

NEW, Olney Bcstg. Co., Olney Ill.—CP 1210 kc 100, 250 w unl., requests facilities WEBQ if granted 1310 kc.

NEW, Bureau of Education, A. Corenson, owner, Montebello, Cal.—CP 1420 kc. 100 w D.

JUNE 22

NEW, Civic Bcstg. Corp., Syracuse—CP 1420 kc 100 w unl., amended to 1500 kc.

WLEU, Erie, Pa.—Vol. assignment license to WLEU Bcstg. Corp.

KRIC, Beaumont, Tex. — Mod. CP to 100-250 w.

WGRM, Grenada, Miss.—CP increase to 100-250 w.

WQAM, Miami—CP change equip.

WAPI, Birmingham — Extension exp. auth. 5 kw unl.

WJBC, Bloomington, Ill.—Mod. license to unl., contingent granting WJBL applic.

WHB, Kansas City—CP new trans., directional antenna, increase 1 to 10 kw unl.

KLAH, Carlsbad, N. M.—License for CP change equip. etc.

KRBM, Bozeman, Mont.—Mod. CP new station re equip., antenna site.

JUNE 23

NEW, Clair L. Farrand, New York—CP 143,600 kc 1 kw.

NEW, J. Samuel Brody, Sumter, S. C. —CP 1310 kc 100-250 w unl.

WDAN, Danville, Ill.—Mod. CP new station re equip.

KOVC, Valley City, N. D.—CP change 1500 to 1340 kc, new trans., change 100-250 w to 500 w 1 kw D, move trans.

KLX, Oakland, Cal.—CP increase 1 to 5 kw, new antenna etc.

JUNE 27

WKZO, Kalamazoo—License for CP change antenna, trans.

WDNC, Durham, N. C.—CP increase to 100-250 w, move trans.

WIBW, Topeka—CP new trans., change antenna.

KSEI, Pocatello, Id.—CP new trans.

NEW, Wm. H. Bates Jr., Modesto, Cal. —CP 740 kc 250 w D.

Equipment

SOUND PROJECTS Co., Chicago, has released four new portable playback machines designed for 10, 12 and 16 inch discs operating on a. c. or d. c. Two of the models utilize dual speed. A microphone attachment with independent volume control permits cut-in for live announcements.

KTBS, Shreveport, went on the air May 9 with its new RCA 1-D transmitter. Both KTBS and its sister station KWKH have been completely modernized with RCA equipment.

ANNOUNCEMENT of the new Western Electric 405A type 5 kw. transmitter has been made, together with publication of a brochure on the plant. It utilizes the Doherty high efficiency circuit, development of which won its inventor, William H. Doherty, the Morris Liebman Memorial Award of the Institute of Radio Engineers.

COLLINS RADIO Co., Cedar Rapids, Ia., has issued a bulletin covering its new 20H and 20J 1000 watt transmitters.

WHLS, Port Huron, Mich., has purchased an RCA 250-G transmitter and speech input equipment.

WMCA-Paris Tieup

COMPLETION of arrangements for an interchange of programs between America and France, through a tie-up between WMCA, New York, and Radio Cité, Paris, has been announced by Donald Flamm, president of WMCA. Beginning in the fall, French versions of WMCA's *Gangplank Interviews*, in which passengers on the *Queen Mary* and *Normandie* are interviewed upon arrival or departure, will be recorded by Bernard Musnik, American representative of Radio Cité, and shipped to France for broadcast. Similarly, broadcasts of the weekly meetings of the American Club of Paris will be transcribed there by Radio Cité and mailed by return boat to WMCA. Plans for an extension of this program exchange to include telephonic communications of important European broadcasts will be worked out at a conference in Paris.

Dr. DeForest Impressed

DR. DEFOREST, inventor of the radio tube which makes broadcasting possible, expressed himself as deeply impressed with television and predicted its ultimate success as a regular public service following a visit to the NBC-RCA demonstration in Radio City last month. "If programs like this can be laid down over a radius of 35 or 40 miles," said the noted radio pioneer, after watching a film transmitted by coaxial cable, "I see no reason why television should not be a marvelous success." Dr. DeForest in recent years has been working on radio thereapy devices, with laboratories in Los Angeles.

Midwestern Group To Convene Again

SO SUCCESSFUL was the Midwestern Broadcast Conference held in Chicago June 18-19 and attended by 140 radio-minded persons from 12 States that a second conference has been scheduled for December. Broadcasters from 11 stations attended the conference, given under auspices of the Chicago Radio Council [BROADCASTING June 15] and directed by Harold Kent.

Highlight of the conference was the reaction that utilization of the classroom broadcast must be stressed by teachers, that teachers must be taught the details of radio technique. Following the conference William Johnson, superintendent of Chicago schools, announced that a 10-week course of daily radio instruction would start at the Chicago Teachers' College this fall.

Experienced radio producers, in lectures and discussion periods, told the teachers that color and salesmanship are as necessary to the successful educational program as to the successful commercial program. An interesting feature was a series of six discussions by teachers who had produced school programs for a period of years. Under the direction of Luella Hoskins of the Radio Council this feature resulted in a plan for the December conference whereby dozens of grade and high school students will actively participate and their listener-aptitude will be analyzed.

An index to the popularity of radio among Midwestern teachers may be found in the fact that classes for the Chicago Radio Workshop, June 20-July 15, were filled June 18 and a second four-week workshop will begin July 16. With a fee of $35 and classes limited to 60 teachers, the workshop includes courses in all radio techniques. The workshops are also under auspices of the Council.

Speakers at the Midwestern Conference included Clarence Menser of NBC, James Whipple of Lord & Thomas; Urvan Johnson of WBBM; Earle McGill of CBS. Other broadcasters attending the conference were: H. Leslie Atlas, CBS Vice-President; Floris Arnott of WBAA, Lafayette, Ind.; Garnet Garrison, radio director of Wayne U., Detroit; Eleanor Hall Martin, KWK, St. Louis; Joseph F. Wright of WILL, Urbana, Ill.; Judith C. Waller of NBC, Chicago; Myrtle E. Stahl of WGN; Lavinia Schwartz and Hal Burnett of WBBM; James M. Patt, and Paul L. Dowty, CBS; William R. Cline, WLS; Al Hollender, WJJD-WIND.

Instructors and speakers at the current Radio Workshop include: Hill Blackett of Blackett-Sample-Hummert; Allen Miller of the University Broadcasting Council; C. L. Menser, Judith Waller, William Ray, Everett Mitchell, Kenneth Robinson and Malcolm Claire, all of NBC, Chicago; Paul Dowty, WBBM.

WGAL as NBC Bonus

WGAL, Lancaster, Pa., joins NBC July 1 as a bonus outlet available to advertisers using WORK, York, Pa., which is a supplementary on either Red or Blue networks. Both stations are part of the Mason-Dixon Group in Pennsylvania and Delaware, and are also Intercity Network outlets.

New WREC Studios

STUDIOS of WREC, Memphis, are to be treated in ultra-modern manner since signing of a new lease with Hotel Peabody, which provides the equivalent of seven additional rooms. Work will be completed by autumn, according to Hoyt B. Wooten, manager, with programs continuing without interruption. Present studios were built ten years ago. A new transmitter was constructed two years ago.

WOR'S prize winning advertisement, *It Has Happened Here*, will be one of the featured exhibits at the annual convention of Printing House Craftsmen in Boston Aug. 14-17. Written and designed by Joseph Creamer, WOR promotion director, it is one of a series of ads recently selected by *Advertising & Selling* for the Annual Advertising Awards.

UNITED PRESS has added the following stations to its news service: KDTN, Denton, Texas; KLRA, Little Rock; KFOX, Long Beach, Cal.; WCHV, Charlottesville, Va.; KWOC, Poplar Bluff, Mo.; KOCY, Oklahoma City; WBAX, Wilkes-Barre; KID, Idaho Falls. These additions bring the total to 259.

WEST COAST Transcording Co. has moved from Culver City, Cal. to 9401 Brighton Way, Beverly Hills, Cal.

NEW IMPROVED RADIO OUTLINE MAP

(31 x 21½ inches)

Features

Shows location of all U. S. and Canadian stations.

Outlines and names each county, state and province.

Shows symbols indicating number of stations per city.

Reverse side shows each station by state, city, call letter, frequency and power.

Shows time zones.

Printed on white ledger paper that permits the use of ink. Mailed flat.

PRICES

Single Copies 35c

10 or more Copies . . . 25c

10% Discount in Quantities of 50 or more.

BROADCASTING

Broadcast Advertising

National Press Building

Washington, D. C.

FOR YOUR NEW STUDIOS—

Choose

—Gates Speech Equipment

Merchandising & Promotion

Things Needed—Sunrise Terps—Funds for Fun—A Book Of Programs—Paternal Verse—Stamps

GENERAL FOODS Corp., New York (Jell-O) made a promotional tie-in with the community of Van Nuys, Cal., which proclaimed June 20-25 as Jell-O Week. It was a voluntary gesture on the part of Van Nuys in compliment to Andy Devine, honorary mayor, who is a comedian on the NBC Jack Benny program, sponsored by General Foods. More than 150 business concerns, from grocery stores to undertaker, carried individual advertisements in the Van Nuys News during the week, saluting Jell-O. In addition they gave away free copies of Jack & Mary Recipe Books and also lapel buttons with Devine's picture. The town was decorated with Jell-O banners and the week of festivities opened with a parade and beauty contest.

* * *

Help for the Needy

CKLW, Detroit-Windsor, broadcasts *Good Neighbors*, a weekly program with dramatizations of case histories of needed things, such as new pairs of shoes, ice box, two living room chairs, old wheel chair for feeble-minded boy, magazines for hospital patient, small gas stove, dishes, baby buggy, and clothes. Five telephone operators take calls from listeners who want to help, and by the time the program is finished, most of the items have been provided. One listener opened a $150 a month charge account for items needed by the Good Neighbors Society.

* * *

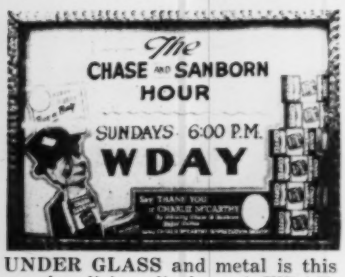
Booths For Sale

WNOX, Knoxville, Tenn., recently sponsored a National Home Show, sold booth space to 30 local firms and broadcast two programs daily from the show. Tys Terwey, WNOX announcer, handled the broadcasts and J. T. Newman, Jr., WNOX salesman, was in charge of the booths.

* * *

Tags for KFYR Cars

KFYR, Bismarck, N. D., has placed license tags on cars of employes. The tags fit above the state license plants and are done in red letters on white background.



UNDER GLASS and metal is this merchandising display of WDAY, Fargo, N. D. Two glass and metal cases are mounted on the front of the Black Bldg. in which WDAY studios are located, with the merchandising displays changed at regular intervals, so that all advertisers are given equal space. The cases are 3x4 feet.

NBC's Year

NBC has issued its Yearbook for 1937, which is largely devoted to exploring the make-up of the 70% of its programs which are non-commercial. It points out some of the technical improvements of the year, lists the advertisers, includes photographs of stars, and description of television advancements. NBC has sent out a promotion piece in the form of a race-track entry card, listing the horses scheduled to run in the Massachusetts Handicap, to which NBC has exclusive rights.

* * *

Jitter Bug Soiree

GLOBE INVESTMENT Co., Los Angeles (finance), sponsoring the six weekly early morning *Musical Clock* on KEHE, that city, had 5,000 persons dancing at 6 a. m. on June 18 when the monthly Swingaree session of the program was staged in Rendezvous Ballroom, Balboa, Cal. and broadcast by remote. Swingaree is held every fourth Saturday as a promotional stunt by the sponsor who invites swing enthusiasts to join the party. Swing music is played for dancing. Coffee and doughnuts are served.

* * *

Bucks for Jokes

SKINNER MFG. Co., Omaha, offers 31 prizes weekly on its *Rare Bits of News* program on WHO, Des Moines, for jokes, original or second-hand, accompanied by a Raisin-Bran box top. Prizes of $1 are awarded for five best jokes each day and the grand prize for best joke of the week is a 17-piece aluminum kitchenware set. Stan Widney, WHO producer-announcer, voices *Rare Bits of News*, concentrating on the human side of human nature and the amusing side of mother nature.

* * *

Mike to Merchants

INVITING LOCAL merchants to appear on its *Woman's Program*, WLEU, Erie, Pa., lets them promote some product they handle, and after the broadcast takes pictures showing participants in the program and a small display of the merchandise discussed—free of charge. The merchant gives the photos, which are a good plug for WLEU, good display in his show windows. WLEU says the idea is producing a lot of new contracts and building up old ones.

* * *

Reprints of Ray

MUTUAL Broadcasting System has reprinted a number of its Ray D. O'Dollar cartoon advertisements in a colorful 48-page booklet prepared under the direction of Robert A. Schmid, promotion director. The character Ray D. O'Dollar is designed to show the flexibility of the Mutual network setup.

* * *

Along With the Victuals

THE TIME of its program on WHBF, Rock Island, Ill., is printed by the Hotel Fort Armstrong on all its menus in the main dining room.

NOVEL display in prominent spot on ground floor of Hotel Syracuse attracts many passers-by to Fairbank Farms show set-up. Heard daily over WSYR, Syracuse, on Timekeeper Fred Jeske's program, the dairy presentation has a unique angle in the inviting moo-oo of "Happy Hanna", a mechanical cow.

Columbia and Durkee

DURKEE Famous Foods products are pictured on the yellow and black cover of a promotion brochure isued by CBS which is titled *A Columbia-Pacific Network Story*, told in five sub-heads. It contains briefly the success story of *My Secret Ambition*, sponsored by Durkee's and also a sales talk on the network. The Columbia-Pacific basic network is mapped on the back page.

* * *

Dollar Day in Macon

IN A DRIVE sponsored by WMAZ, Macon, Ga., the retail merchants' bureau of the Macon Chamber of Commerce and local newspapers recently began a six-month series of Sunday hours calling attention to city-wide *Dollar Day Sales* on the third Monday of each month. Each Sunday preceding the Monday sale the *Macon Telegraph* carries special ad pages and WMAZ presents a sales broadcast.

* * *

County Count

COVERAGE map showing the distribution of letters per 100 radio families has been issued by WLS, Chicago, indicating that during 1937 more than 1,159,585 listener letters were received. The folder points out that WLS received 23 letters per 100 radio homes in metropolitan Chicago. A breakdown of mail by counties and states is included.

* * *

Program Ideas

PRODUCTION department of CKAC, Montreal, has completed the second edition of CKAC's *Program Idea Book*, to be circulated soon, carrying more than 100 broadcast hints especially adaptable to French Canadian audiences, that can be produced at from $15 per quarter-hour to as high as $1,000 per hour.

* * *

Poetry About Papa

POEMS ABOUT father won $5 each in a series of Father's Day contests on WCOA, Pensacola, Fla. The programs, heard daily for one week prior to June 19, were sponsored by local men's wear stores.

* * *

Stamps From Sinclair

DINOSAUR stamp albums are offered during the evening *Sports Review* on WBBM, Chicago, featuring John Harrington. Motorists are told to call at filling stations owned by Sinclair, the sponsor.

A SUPER MARKET Shoots the Works on Radio Series in Butte

HOW RADIO is relied upon for grocery sales, is told by Frank Reardon, owner of the Pay'n Save Super Market of Butte, Mont., in the May issue of *Super Market Merchandising*. He said:

"We use a little newspaper space, but much of our success can be attributed directly to our radio campaign on the local KGIR station. Our small newspaper copy does not quote prices, we simply advertise 'something saved on everything.' And in the newspaper space we use 'tie-ups' largely to save on the store's share of expense of such publicity. But we shoot the works over the radio.

"With no more than our guidance along general lines and control over prices, we leave the writing of the continuity itself to the station, and we also leave to them the selection of time. The station has used a morning program for us regularly, plus special announcements and special programs at various times when we have a special sale or for our regular week-end specials.

"The radio in our case produces far greater and *speedier* results than the newspaper. The radio also costs us less, and we are able to get greater cooperation and flexibility. As an example of the speed of radio advertising: After we had over a period of a week sold several cars of peaches and apricots we sold 25 hundred crates in one afternoon with all advertising scheduled after 12 noon on the radio station."

WLW-WSAI Are Active At Grocers' Convention

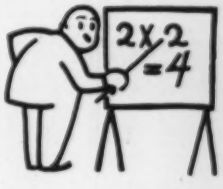
STARS of the WLW-WSAI staff entertained with a "radio revue" at the Asparagus Club Banquet of the National Association of Retail Grocers' Convention, June 20, at Hotel Netherland Plaza, Cincinnati. Featuring Ray Shannon with Hink & Dink; Hugh Cross & His Radio Pals; Ralph Nyland; Stephen Merrill; Charles Dameron and the Hiliters, the entire program was directed by Josef Cherniavsky, WLW-WSAI musical director. Rikel Kemt, dramatic coach, was stage manager.

In addition three special broadcasts were scheduled by WSAI: An address by Senator Millard Tydings of Maryland on "Fair Trade Laws" and by Carlton F. Sturdy on "How to Merchandise Foods"; and Mrs. Bert Hendrickson, of the New York State Federation of Women's Clubs over WSAI and Mutual, June 22.

WGY's New Building

OFFICIAL opening of the new five-studio structure of WGY, Schenectady, has been fixed for July 9, according to Kolin Hager, manager. Built by General Electric Co. for operation by NBC, the new building will replace present quarters in the International General Electric Bldg. It is located on the main east-west highway through the famed Great Western Gateway and overlooks the Mohawk River. The new 625-foot vertical radiator of WGY is already in operation.

A good radio station must do more than merely entertain . . . it must also provide knowledge and information . . . and WLW, being more than just a "good" radio station offers the maximum in public service features . . . in fact more than

of the total broadcast time of WLW is devoted to programs of this nature. Heading the Educational Department of the Nation's Station is a director qualified by a degree in Education intensive practical teaching experience 

and nine years of educational work on the air . . . Under his direction come such activities as: Classroom education—"The Nation's School of the Air" . . . Adult education . . . Agricultural information—river, market and livestock reports . . . Spray service . . . Soil conservation . . . Musical education with planned cultural programs . . . International broadcasts—to create a better understanding among our neighboring nations and Religious programs for all faiths. It is service such as this that has helped to build and hold a loyal audience. These things, too, we think are part of the story of **WLW**.

NOW... check your Directional Antenna whenever you wish... with the *new RCA Phase Meter*

IF YOUR directional antenna system is out of adjustment you may be losing valuable signal strength in populous areas or interfering with other stations.

Formerly there was no method of checking a directional array after installation except by an expensive field intensity survey. Now you can make routine checks whenever you wish as simply as reading a frequency monitor. The RCA type 300-A R.F. Phase Meter enables you to read the phase between currents in the bases of the radiators. This value, together with the currents tells you whether your directional system is operating as it should. The 300-A instrument is inexpensive, easy to install and simple to use. It will save countless hours of time during initial adjustments and will provide routine checks during operation. It is valuable for other radio frequency measurements, too! . . . If you have a directional antenna or are contemplating the use of one, write our nearest office for full details about the valuable RCA Phase Meter.

Use RCA tubes in your station—for finer performance

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. . Chicago: 589 E. Illinois St. . Atlanta: 490 Peachtree St., N. E. . Dallas: Santa Fe Building . San Francisco: 170 Ninth St. . Hollywood: 1016 N. Sycamore Ave.

XUM